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ABSTRACT

This controlled vocabulary comprising approximately 1,030 terms commonly used in the field of international development communication was created by the Clearinghouse on Development Communication of the Academy for Educational Development to analyze and index documents. This standard list of terms, designed to provide subject access to information in this area, was constructed by extracting key concepts from relevant documents. The initial list was revised after testing for precision and recall, and reviews by clearinghouse personnel and other subject experts. Arranged in alphabetical order with cross references, the controlled vocabulary has several features. Terms accepted for indexing and searching are printed in upper case letters and are called descriptors; synonyms appear in lower case letters and are not valid descriptors. Symbols appearing under descriptors are used to direct the searcher to a preferred term, clarify meaning, and indicate relationships of terms. Some proper names of countries and international organizations appear in the thesaurus as identifiers, and "pubtypes" identify types of documents. It is recommended that the most specific terms available to fit the specificity of the document be assigned, and that the real content of the document be indexed. Procedures for updating the thesaurus and thesauri consulted are included. (RBF)

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THESAURUS OF
DEVELOPMENT COMMUNICATION

June 1981

Developed by the Clearinghouse on Development Communication of the
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FOREWORD

This publication is a collection of words commonly used in the field of international development communication. Nothing is so critical to understanding a discipline as the words that are assembled to describe it--the words which provide a conceptual framework, clarify functions, and designate loci of activity. The process of including essential words, and excluding terms that confuse rather than clarify, is a painstaking one. Major credit for this work rests with Happy Copley of InterAmerica Research Associates, Inc. and the Resource Center Manager of the Clearinghouse on Development Communication, Judy Brace.

Those who use this Thesaurus on Development Communication, might be interested in the process the Clearinghouse adopted to develop it. First, we chose to work together with an outside firm specializing in computerized library systems. Together we surveyed institutions in the fields of communication, education, information, and general international development for thesauri currently in use or in process. This was done to avoid useless replication of work already available, and to collect related vocabularies for use as guideposts in building a development communication thesaurus. The Clearinghouse staff then spent a substantial amount of time orienting the consultants to the communications activities in the developing world which we cover, and to the research processes we use for our publications and reference service.

A mutually agreeable work plan assured that the draft thesaurus, drawn from raw material generated by the Clearinghouse, would be reviewed at critical points in its development. Our Resource Center Manager selected from the Clearinghouse collection and staff libraries, the literature we turn to most frequently, a set of 250 documents representing the diversity of communication media and development sectors we address. Next, the lexicographer indexed these materials, culling from them commonly occurring terms. An additional 250 documents were then taken from our shelves, and with the help of the Clearinghouse staff, used to verify the original set of terms, or clarify ambiguous meanings. At this point, a final draft of approximately 800 terms was sent to four outside development communication experts for review and analysis. The experts' comments were individually considered against reference material and additional professional opinion. Then, cleaned and cross-checked, the final thesaurus was ready to be printed.

An attribution of "final" to a thesaurus on the fast-evolving field of development communication could be misleading. The Clearinghouse does not consider this a static document. Rather, we look forward to the reactions of those who use it; with these and with information on future innovations in the field of development communication, we will build a revised edition. We would be pleased to receive your comments on this work at the Clearinghouse.

Jill Merrick
3 Director

INTRODUCTION

A controlled vocabulary is a list of terms and phrases showing synonymous, hierarchical, and other relationships, the function of which is to facilitate indexing and retrieval for information systems. A controlled vocabulary eliminates the imprecision and redundancy of natural language by providing standardized terms with detailed cross-references for use in a specific field of knowledge. This terminological control enables indexers and users to process and retrieve bibliographic and nonbibliographic information by subject, through automated or manual means.

A particular controlled vocabulary should reflect the information content of the documents in the collection to which it applies. It should contain terms appropriate to the subject matter, taking into account both the language of the document collection and the information needs of the users. This Vocabulary was created for the purpose of analyzing and indexing documents related to the field of development communication. It offers a common language in which to process and retrieve information on various aspects of development communication. It is a tool for accessing the resource collection of the Clearinghouse on Development Communication. In addition, it can be considered a guide to the acquisition, indexing, and retrieval of materials in the area of development communication.

This Controlled Vocabulary was constructed by analyzing documents in the Resource Collection of the Clearinghouse on Development Communication. Key concepts covered in each document were extracted to become terms in the Vocabulary. In addition, thesauri used in related fields, such as education, communication, and development were consulted. As terms were accumulated, they were clustered into hierarchical relationships. When synonyms occurred, one was chosen as the preferred term, and cross-references were made from the synonym to the preferred term.

The basic list was tested for precision and recall, using actual reference questions received by the Clearinghouse. A draft version of the Vocabulary was reviewed by Clearinghouse personnel and other subject experts. Once appropriate revisions were made, the Controlled Vocabulary assumed its current form.

A controlled vocabulary is not a static document. It will need regular updating, as new subject areas emerge in the Clearinghouse's collection and the need to capture these concepts for retrieval purposes arises. When terms are added to the vocabulary, they should be cross-referenced to the terms already in use. The Controlled Vocabulary should be searched for terms related to each new term and

reciprocal entries made for each cross-reference. Indexing Languages and Thesauri: Construction and Maintenance by Dagobert Soergel describes procedures for updating and maintaining controlled vocabularies.

This Controlled Vocabulary was compiled according to the American National Standard Guidelines for Thesaurus Structure, Construction, and Use. The following thesauri were also consulted:

FAO Index Terms. Food and Agriculture Organization of the United Nations. February 1978. Two parts.

ILO Thesaurus: Labour. Employment and Training Terminology. International Labor Office. 1978.

Macrothesaurus for Information Processing in the Field of Economic and Social Development. New English Edition. Prepared by Jean Viet. Organization for Economic Cooperation and Development. 1978.

Population/Fertility Control Thesaurus. Population Information Program. April 1976.

TAICH Thesaurus. American Council of Voluntary Agencies for Foreign Service, Inc. July 1979.

Thesaurus Mass Communication. By Jean Viet. UNESCO. 1975. Two parts.

Thesaurus of ERIC Descriptors. Completely Revised. Educational Resources Information Center. Oryx Press. 1980.

Many of the scope notes (SN) in the CDC Controlled Vocabulary were adopted from these thesauri. This was done to make the Controlled Vocabulary compatible with related systems. Where appropriate, inquiries concerning copyright are currently in process.

ORGANIZATION

The Vocabulary contains approximately 1030 terms and cross-references, arranged alphabetically. The preferred terms permitted for use in subject indexing and searching are known as Descriptors. Each Descriptor is printed in upper case. Synonyms which are not valid for indexing, called Non-Descriptors, appear in lower case; a "use" reference directs the searcher to the preferred Descriptor. The designation of one term as preferred does not indicate that other terms are inferior. However, because the simultaneous use of synonyms in indexing would lead to confusion and incomplete retrieval, it is vital that a preferred term be designated.

Some proper nouns are listed in the Controlled Vocabulary, such as names of countries and international organizations. These are known as Identifiers and are distinguished by the notation "ID" in parentheses following the term. We have followed the standard for names of countries and organizations as listed in the Macrothesaurus, with reference to the ISO Standards Manual. Whenever possible, accepted acronyms and initialisms have been used in place of institutional names. This has been done to save keystrokes at the time of data entry and retrieval. Cross-references from the complete form of the name have been included. Other terms in the Vocabulary are used to identify document types. Such terms are known as "pubtypes," and are indicated by the abbreviation "(PT)" after the entry. For example, "Bibliographies," "Indexes," and "Scripts," are ways in which information in a document may be arranged or presented.

Knowing that an item is expressed in one of these forms may tell the searcher something about how a document may be used, but explains nothing about the subject content of the document. Depending on the final design of the data base, these terms may be entered into the Descriptor field or into a separate Publication Type field. If they are entered into a Publication Type field, the designation "(PT)" should remain with these terms in the Controlled Vocabulary to distinguish them from accepted Descriptors.

A term in the Vocabulary may consist of a single word or several words, but generally represents a single concept. These terms are usually in noun form and plural whenever possible. A small number of adjectival terms have been included, such as "Rural." These should be paired with noun terms when searching, a process known as postcoordination. Terms which occur frequently in combination, such as "Rural Development," have been entered into the Vocabulary in one phrase, rather than as distinct words which would constantly have to be linked together in the searching process. This precoordination of terms is only done when the phrase represents a single concept. Multiword terms are listed in their natural word order ("Rural Development," rather than "Development, Rural"). The spelling used

in this Controlled Vocabulary is the American form, rather than the British. Whenever the abbreviated form of a term is used, a cross-reference has been made from its longer form.

Each Descriptor is linked to other Descriptors, either hierarchically or by subject relevance. The symbols which are used under Descriptors include the following:

- 1) SN (Scope Note) - a brief statement of the intended usage of a Descriptor. The scope note should not be confused with a dictionary definition. It may be used to clarify an ambiguous term or to restrict the usage of a term. Not all Descriptors have scope notes.
- 2) USE and UF (Used For) - employed to solve problems of synonyms and word form variations. The USE reference directs the searcher from a Non-Descriptor to the preferred Descriptor. UF is the mandatory reciprocal of USE. This notation is also employed to indicate that a very specific concept is not needed, sending the user to the correct term (e.g., "England USE UNITED KINGDOM"). The two terms may not be exact synonyms, but the more specific term is too narrow in scope for this subject field, so the broader term is designated as the Descriptor. Conversely, if a general term appears to be too broad to ever be needed for indexing, a USE/UF reference can be helpful, (e.g., "Innovations USE EDUCATIONAL INNOVATIONS").
- 3) BT (Broader Term) and NT (Narrower Term) - used to indicate a strictly hierarchical relationship between a class and its subclasses. Narrower Terms (following the NT notation) are included in the broader class indicated by the Descriptor, and should be consulted if more specific information is desired. The BT is the reciprocal of the NT. Broader Terms include as a subclass the concept shown in the Descriptor. The Broader Term should be checked if the user is seeking more general information. Occasionally, a term will have more than one Broader Term.
- 4) RT (Related Term) - indicates a close relationship to the Descriptor, but not in a hierarchical context. Near synonyms, part-whole relationships, and other conceptually related terms which might aid the user are shown under the RT notation.

EXAMPLES:

Descriptor-----> FAMILY PLANNING
Scope Note-----> SN Voluntary regulation of the
spacing and number of births
in a family, including
counseling to assist in
such planning
Used For-----> UF Planned Parenthood
Broader Term-----> BT Planning
Narrower Term-----> NT Birth Control
Related Terms-----> RT Contraception
Family
Family Planning Education
Family Planning Programs
Mother Child Health

Non-Descriptor-----> Planned Parenthood
Use-----> USE FAMILY PLANNING

INDEXING

In using a controlled vocabulary to index a collection, the indexer should follow certain principles and procedures.

- Select 8-12 keywords from the Controlled Vocabulary that reflect the significant and important concepts of a document.
- Index the document in hand, not the book the author hopes to write in the future. Do not confuse speculation, or referrals to implications and possibilities, with real content.
- Try to assign the most specific terms available to fit the level of specificity of the document. The constant assignment of such general terms as "Communication," or "Development," render these terms useless from a retrieval standpoint. In such instances, phrases such as "Development Policy," or "Communication Strategies," will retrieve information with greater precision.
- In assigning terms, indexers should constantly refer to the Controlled Vocabulary to find the exact form of each Descriptor. Do not rely on memory. A minor discrepancy in the spelling or ending of a Descriptor will lead to problems in searching and retrieval. Beware of singulars and plurals. The Controlled Vocabulary contains the plural form of most quantitative nouns ("Books," "Indicators,"). The singular form is used for processes, disciplinary areas, and Identifiers, (e.g., "Modernization," "Development," and "United Kingdom.")
- Few terms maintain a clear, concise meaning across all of the social sciences. For consistency in indexing and retrieval, indexers should refer to the explanation provided by the scope notes.

ABSTRACTS (PT)
BT Secondary Documents

Academy for Educational Development
USE AED

ACCESS TO INFORMATION
RT Free Flow of Information
Information Dissemination
Information Services

ACDI (ID)
UF Agricultural Cooperative
Development International

ACEID (ID)
UF Asian Centre for Educational
Innovation for Development
RT Asia

ACSN
USE APPALACHIAN COMMUNITY
SERVICE NETWORK

ADAB (ID)
UF Agricultural Development
Agencies in Bangladesh
RT Bangladesh

ADB (ID)
UF Asian Development Bank
RT Asia
IDS
World Bank

ADMINISTRATIVE ASPECTS

ADOLESCENTS
RT Children
Family

ADULT EDUCATION
SN Providing or coordinating
purposeful learning activities
for adults
BT Education
NT Basic Education
Continuing Education
Womens Education
RT Distance Education
Extension Education
Mass Education
Nonformal Education
Open Universities
Out of School Education

ADVERTISEMENTS
BT Information Dissemination
RT Announcements
Information Campaigns
Marketing
Message Design
Social Marketing

AED (ID)
UF Academy for Educational Development

AFGHANISTAN (ID)
BT Southwest Asia
RT Middle East

AFRICA (ID)
NT Africa South of Sahara
East Africa
English Speaking Africa
French Speaking Africa
North Africa
Sahara

Sahel
West Africa

Agricultural Development Agencies
in Bangladesh
USE ADAB

AFRICA SOUTH OF SAHARA (ID)

UF Sub-Saharan Africa
BT Africa
NT Central Africa
East Africa
Southern Africa
West Africa
RT Sahel

Agency for International Development
USE AID

AGENDA SETTING

SN Determining what information is
reported, and the perspective
from which it is reported,
thus helping to formulate
public opinion
RT Free Flow of Information
Mass Media
News Agencies
Opinion Leaders
Press
Public Opinion

Agricultural Cooperative Development
International
USE ACDI

AGRICULTURAL DEVELOPMENT

BT Economic Development
RT Agricultural Extension
Agricultural Research
Agriculture
Food Production
Irrigation
Land Settlement
Rural Development

AGRICULTURAL EXTENSION

SN Outreach program bringing new
developments to agricultural
communities
UF Rural Extension
BT Extension Services
RT Agricultural Development
Agriculture
Extension Agents
Rural Development

AGRICULTURAL RESEARCH

BT Research
RT Agricultural Development
Agriculture
Food Production

AGRICULTURE

RT Agricultural Development
Agricultural Extension
Agricultural Research
Cooperatives
Forestry

AID (ID)

UF Agency for International Development
NT RTAC

AID INSTITUTIONS

SN Organizations providing primarily
financial and technical assistance
RT Aid Programs

AID PROGRAMS

BT Programs
RT Aid Institutions

Financing

AIR TRAFFIC

ALASKA (ID)

BT USA

RT Satellite Communication

ALGERIA (ID)

BT French Speaking Africa
North Africa

ALIENATION

SN Withdrawal or separation of a
person or his affections
from an object of former
attachment

ALTERNATIVE MEDIA

SN Newspapers, periodicals, or
radio or television stations,
usually backed by a
political philosophy
diverging from the nation's
existing political structure

BT Mass Media

RT Broadcasting

AMERICAS (ID)

NT Caribbean

Central America

Latin America

North America

South America

AMERICAN SAMOA (ID)

BT Oceania

AMIC (ID)

UF Asian Mass Communication
Research and Information
Centre

RT Asia

Anglophone Africa

USE ENGLISH SPEAKING AFRICA

ANGOLA (ID)

BT Southern Africa

Animated Cartoons

USE ANIMATION

Animateurs

USE FACILITATORS

ANIMATION

SN Motion picture made from a
series of drawings
simulating motion by means
of slight progressive changes

UF Animated Cartoons

BT Film Production

RT Production Techniques
Special Effects

ANNOUNCEMENTS

BT Information Dissemination

RT Advertisements
Information Campaigns
Message Design

ANNUAL REPORTS (PT)

Annuals
USE YEARBOOKS

ANTIGUA (ID)
BT West Indies Associated States

ANTIOPE (Trademark)
USE TELETEXT

APPALACHIAN COMMUNITY SERVICE
NETWORK (ID)
UF ACSN

APPRENTICESHIPS
BT Vocational Education
NT Commercial Apprenticeships
RT Mechanical Skills
Skilled Workers

APPROPRIATE TECHNOLOGY
SN Technology relevant
to the needs and
resources of the
environment where
it is used
BT Technology
RT Participatory Media
Small Scale Industry
Technology Transfer

ARCHIVES
BT Information Centers
RT Libraries

ARGENTINA (ID)
BT Latin America
South America

ART
NT Fine Arts

ASIA (ID)
NT Far East
Southeast Asia
Southwest Asia
RT ACEID
ADB
AMIC

Asian Centre for Educational
Innovation for Development
USE ACEID

Asian Development Bank
USE ADB

Asian Mass Communication
Research and Information
Centre
USE AMIC

ATTITUDE CHANGE
UF Changing Attitudes
RT Attitudes
Behavior Change
Change Agents
Consciousness Raising
Social Marketing

ATTITUDES
SN Predispositions to react to
certain persons, objects,
situations, or ideas in
a particular manner, not
always consciously held,
(as are beliefs), nor
verbalized (as are opinions)
RT Attitude Change

Behavior
Obstacles to Development
Resistance to Change

AUDIENCE RESEARCH

- SN Studying an audience
to determine how a
communication strategy
has affected them
- UF Listener Research
- BT Research
- RT Feedback
- Field Research
- Needs Assessment
- Pretesting
- Questionnaires

AUDIOCASSETTES

- UF Audiotape Cassettes
Sound Cassettes
- BT Magnetic Tape Cassettes
- RT Audio Equipment
Audiotape Recordings
Slidetapes
Videocassettes

AUDIOCASSETTE RECORDERS

- BT Audio Equipment
Tape Recorders
- RT Audiotape Recorders
Videocassette Recorders

AUDIO EQUIPMENT

- BT Electronic Equipment
- NT Audiocassette Recorders
Audiotape Recorders
Radio Receivers
- RT Audiocassettes
Audiotape Recordings
Audiovisual Media
Photographic Equipment
Projection Equipment
Radio
Special Effects
Telephone Systems

Video Equipment

Audiotape Cassettes USE AUDIOCASSETTES

AUDIOTAPE RECORDERS

- BT Audio Equipment
Tape Recorders
- RT Audiocassette Recorders
Videotape Recorders

AUDIOTAPE RECORDINGS

- UF Sound Tapes
- BT Tape Recordings
- RT Audiocassettes
Audio Equipment
Slidetapes
Videotape Recordings

AUDIO TELECONFERENCING

- UF Conference Calls
- BT Teleconferencing
- RT Computer Conferencing
Video Teleconferencing

Audiovisual Aids USE AUDIOVISUAL MEDIA

AUDIOVISUAL CENTERS

- BT Educational Facilities
- RT Audiovisual Media
Libraries
Multimedia

Audiovisual Materials USE AUDIOVISUAL MEDIA

AUDIOVISUAL MEDIA

UF Audiovisual Aids
Audiovisual Materials
BT Educational Media
NT Educational Films
Slidetapes
Tape Recordings
Visual Media
RT Audio Equipment
Audiovisual Centers
Educational Radio
Educational Technology
Educational Television
Teaching Aids
Video Equipment

AUSTRALIA (ID)
BT Oceania

AUSTRIA (ID)
BT Western Europe

AUTOINSTRUCTIONAL PROGRAMS

UF Self Instructional Materials
NT Teaching Machines
RT Computer Assisted Instruction
Individualized Instruction
Programmed Instruction

AUTOMATION

SN Use of automatic devices
which perform
production and assembly
operations and which
provide built in
inspection and control
features
RT Computers
Cybernetics
Electronic Data Processing
Industrialization
Technological Change

BAHAMAS (ID)
BT Caribbean

BANGLADESH (ID)
BT Southwest Asia
RT ADAB

BARBADOS (ID)
BT Caribbean

BAREFOOT DOCTORS
SN Type of Chinese medical
auxiliaries
BT Paramedical Personnel

BASIC EDUCATION

SN Instruction in subjects
of elementary education
BT Adult Education
NT Literacy
Numeracy
Reading Instruction
RT Consciousness Raising
Illiteracy
Nonformal Education

BASIC NEEDS

SN Minimum requirements of
developing countries with
regard to employment,
housing, clothing, food,
and community services
RT Needs Assessment
Poverty

BEHAVIOR

SN Aggregate observable
responses to internal
and external stimuli
NT Participation
Social Behavior

RT Attitudes
Behavioral Sciences
Behavior Change
Feedback
Motivation

BEHAVIORAL SCIENCES
RT Behavior

BEHAVIOR CHANGE
SN Complete or partial
alteration in the
observable activity
or response of a
person
RT Attitude Change
Behavior
Change Agents
Consciousness Raising
Reinforcement
Social Behavior

BELGIUM (ID)
BT Western Europe

BENIN (ID)
SN People's Republic of Benin
UF Dahomey
BT French Speaking Africa
West Africa

BIBLIOGRAPHIES (PT)
BT Secondary Documents

BIRTH CONTROL
SN All methods used to
control birth
BT Family Planning
NT Contraception

BOLIVIA (ID)
BT Latin America
South America

BOOKLETS (PT)
UF Brochures
Pamphlets
BT Print Media
RT Posters

BOOK REVIEWS (PT)

BOOKS
BT Print Media
RT Comic Books
Manuals
Photonovels
Publishing Industry
Textbooks

BOTSWANA (ID)
BT English Speaking Africa
Southern Africa

BRAZIL (ID)
BT Latin America
South America

BREASTFEEDING
UF Lactation
RT Children
Infant Nutrition
Mother Child Health

BROADCASTING
SN Transmission of
audio or visual
signals via radio

or television
 BT Telecommunications
 NT Commercial Broadcasting
 Direct Broadcasting
 Educational Broadcasting
 International Broadcasting
 Local Broadcasting
 Open Broadcasting
 Public Broadcasting
 RT Alternative Media
 Copyright Laws
 Frequency Allocations
 Information Dissemination
 Mass Media
 Radio
 Television

Broadcast Media
 USE RADIO
 TELEVISION

Broadcast Videotex
 USE TELETEXT

Brochures
 USE BOOKLETS

BULGARIA (ID)
 BT Eastern Europe

BURMA (ID)
 BT Southeast Asia

BUSINESS ORGANIZATIONS

CABLES
 NT Submarine Cables
 RT Cable Television
 Telephone Systems

CABLE TELEVISION
 UF Community Antenna Television
 BT Television
 RT Cables
 Closed Circuit Television
 Interactive Television
 Pay Television
 Subscription Television

CAI
 USE COMPUTER ASSISTED INSTRUCTION

Cambodia
 USE KAMPUCHEA D

CAMEROON (ID)
 BT French Speaking Africa
 West Africa

CANADA (ID)
 BT North America

CAPE VERDE (ID)
 BT Sahel
 West Africa

CARIBBEAN (ID)
 BT Americas
 NT Bahamas
 Barbados
 Cuba
 Dominican Republic
 Haiti
 Jamaica
 Puerto Rico
 Trinidad and Tobago
 West Indies Associated States
 RT Central America

IDB
Latin America
South America

CASE STUDIES
BT Studies
RT Data Collection

Cassettes (Tape)
USE MAGNETIC TAPE CASSETTES

CED (ID)
UF Committee on Economic Development

CEEFAX (Trademark)
USE TELETEXT

CENSORSHIP
RT Freedom of Information
Freedom of the Press
Free Flow of Information

Centre for Production and Training
for Adult Education Television
USE CEPTA

CENTRAL AFRICA (ID)
BT Africa South of Sahara
NT Central African Republic
Chad
Congo PR
Equatorial Guinea
Gabon
Rwanda
Zaire

CENTRAL AFRICAN REPUBLIC (ID)

BT Central Africa
French Speaking Africa

CENTRAL AMERICA (ID)
BT Americas
NT Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama
RT Caribbean
ECA
Latin America
South America

CEPTA (ID)
UF Centre for Production and
Training for Adult Education
Television

Ceylon
USE SRI LANKA

CHAD (ID)
BT Central Africa
French Speaking Africa
Sahel

CHANGE AGENTS
SN Individuals who
influence the
actions of their
clients in a
direction deemed
desirable by an
outside group
RT Attitude Change
Behavior Change
Diffusion of Innovations
Extension Agents
Facilitators
Field Workers

Social Behavior

Changing Attitudes
USE ATTITUDE CHANGE

CHARTS

BT Visual Media
RT Diagrams
Flip Charts
Graphs

CHILDREN

RT Adolescents
Breastfeeding
Family
Infant Nutrition
Mother Child Health
Siblings

CHINA (ID)

SN People's Republic of China
BT Far East

Cinema

USE FILMS

CIVIL LIBERTIES

NT Freedom of Information
Freedom of the Press

CLOSED CIRCUIT TELEVISION

SN System whereby the
transmission of
television signals is
limited to those
audiences directly
connected to the
originating point
by coaxial cable or

microwave link, usually
limited to a building,
campus, etc.

BT Television
RT Cable Television
Educational Television
Radio Reading Services

CODES OF ETHICS

SN Standards of ethical conduct,
violation of which may
subject individuals to
censure or disciplinary
action
RT Ethics
Standards

COGNITIVE PROCESSES

SN Processes based on perception,
introspection, or memory
through which an individual
obtains knowledge or
understanding, e.g., perceiving,
judging, abstracting,
reasoning, remembering,
imagining, or anticipating
UF Thought Processes
NT Decision Making
Perception
Problem Solving
RT Cognitive Style
Learning

COGNITIVE STYLE

SN Information processing habits
which represent the
learner's typical modes
of perceiving, thinking,
remembering, and problem
solving
UF Learning Style
Perceptual Style
RT Cognitive Processes

COLOMBIA (ID)

BT Latin America
South America

COMIC BOOKS

SN Books containing a
series of hand-drawn pictures
that tell a story, reproduced
in print, with or without
words

BT Print Media
Visual Media

RT Books
Photonovels

COMMERCIAL APPRENTICESHIPS

SN Practical training in technical
subjects related to work, plus
teaching of general subjects
such as civics

BT Apprenticeships

COMMERCIAL BROADCASTING

SN Broadcasting system organized
for profit and accepting
paid advertising

BT Broadcasting

Committee on Economic Development
USE CED

COMMUNICATION

SN Social process of sharing
information in which people
interact through messages that
have a shared cultural
meaning, involving transmission,
use of, and reaction to the
message (note: use a more
specific term where possible,
or combine with other terms
when searching)

NT Development Communication
Intercultural Communication

International Communication
Interpersonal Communication
Mass Communication
Visual Communication

RT Communication Barriers
Communication Planning
Communication Policies
Communication Research
Communication Satellites
Communication Strategies
Communication Systems
Communication Technology
Communication Training
Cybernetics
Information Transfer
Media
Satellite Applications

COMMUNICATION BARRIERS

NT Language Barriers
RT Communication
Obstacles to Development

Communication Media
USE MEDIA

COMMUNICATION PLANNING

SN Design, development,
and management of
communication infrastructure

BT Planning
RT Communication
Communication Policies
Communication Strategies

COMMUNICATION POLICIES

BT Government Policies
RT Communication
Communication Planning
Development Policies
New International Information Order
Policy Making

COMMUNICATION RESEARCH

BT Research
RT Communication

COMMUNICATION SATELLITES

BT Satellites
RT Communication
Direct Broadcasting
Information Networks
Satellite Communication

COMMUNICATION STRATEGIES

SN Designs for changing human behavior on a large scale basis through transfer of new ideas
RT Communication
Communication Planning
Social Marketing

COMMUNICATION SYSTEMS

SN All the elements involved in information transfer (transmitter, receiver, channel, code, etc.) and types of ordering
NT Interactive Communication
Telecommunications
RT Communication
Communication Technology
Information Networks
Transport

COMMUNICATION TECHNOLOGY

SN Means by which messages are communicated, including their presentation, transmission or recording, and delivery or broadcast
RT Communication
Communication Systems

COMMUNICATION TRAINING

SN Teaching potential media specialists and program designers the skills necessary to make and relay messages via the mass media

RT Communication
Media Practitioners

Community Antenna Television
USE CABLE TELEVISION

COMMUNITY DEVELOPMENT

SN Efforts to mobilize and integrate social, economic, and political activities for improvement at the community level
BT Development
RT Integrated Development
Rural Development

Community Services
USE SOCIAL SERVICES

COMPUTER ASSISTED INSTRUCTION

SN Interactive instructional technique in which a computer is used to present material, monitor learning, and select additional material according to individual learner needs

UF CAI
BT Programmed Instruction
RT Autoinstructional Programs
Computer Programming
Computers
Educational Media
Educational Technology
Feedback
Individualized Instruction
Learning Modules
Teaching Machines

COMPUTER CONFERENCING

- BT Teleconferencing
- RT Audio Teleconferencing
Computers
Electronic Mail

COMPUTER LANGUAGES

- UF Programming Languages
- BT Languages
- RT Computer Programming
Computers
Computer Sciences
Electronic Data Processing

COMPUTER PROGRAMMING

- SN Putting together a
logical sequence of
instructions to direct
the actions of a computer
system
- UF Programming
- BT Computer Sciences
- RT Computer Assisted Instruction
Computer Languages
Computers
Electronic Data Processing
Programmed Instruction

COMPUTERS

- SN Devices that solve problems
by accepting information,
performing prescribed
operations, and supplying
the results; usually
consist of units for input,
output, storage, control,
and logical operations
- BT Electronic Equipment
- RT Automation
Computer Assisted Instruction
Computer Conferencing
Computer Languages
Computer Programming
Computer Sciences
Cybernetics

Data Bases
Electronic Data Processing

COMPUTER SCIENCES

- SN Study of the theory, design,
analysis, and applications
of computers and
computer based systems
- BT Information Sciences
- NT Computer Programming
- RT Computer Languages
Computers
Cybernetics
Electronic Data Processing

Conference Calls
USE AUDIO TELECONFERENCING

CONFERENCE REPORTS (PT)
BT Reports
RT Conferences

CONFERENCES

- RT Conference Reports
Continuing Education
Seminars
Teleconferencing
Workshops

Congo DR
USE ZAIRE

CONGO PR (ID)
BT Central Africa
French Speaking Africa

CONSCIOUSNESS RAISING

- SN Awakening the self awareness,
attitudes, or motivation of an

individual or group
BT Motivation Techniques
RT Attitude Change
Basic Education
Behavior Change
Continuing Education
Facilitators
Motivation

CONSERVATION

RT Desertification
Environment
Natural Resources
Reforestation
Soil Erosion
Water Supply

CONTINUING EDUCATION

SN Process by which individuals
consciously acquire formal
or informal education
throughout their life spans
for personal development
or career advancement
UF Continuous Learning
Lifelong Education
Lifelong Learning
BT Adult Education
RT Conferences
Consciousness Raising
Correspondence Education
Distance Education
Extension Education
Information Seeking
Inservice Education
Nonformal Education
Out of School Education

Continuous Learning
USE CONTINUING EDUCATION

CONTRACEPTION

SN All methods used to
prevent conception
BT Birth Control

RT Family Planning

COOPERATIVES

SN Economic enterprises wholly
owned by their users
RT Agriculture
Cottage Industry
Credit Unions
Small Scale Industry
Womens Clubs

Copying
USE PHOTOCOPYING

COPYRIGHT LAWS

SN Laws granting privileges to
publish, sell, or control
works that can be reproduced;
given to authors, composers,
artists, and publishers,
for a specified number of
years
BT Laws
RT Broadcasting
Film Production
Photocopying
Publishing Industry

Corporation for Public Broadcasting
USE CPB

Correspondence Courses
USE CORRESPONDENCE EDUCATION

CORRESPONDENCE EDUCATION

SN Method of instruction
with teacher student
interaction by mail
or other means of
transport
UF Correspondence Courses

BT Distance Education
RT Continuing Education
Extension Education

COST ANALYSIS

RT Cost Benefit Analysis
Costs
Decision Making

COSTA RICA (ID)

BT Central America
Latin America

COST BENEFIT ANALYSIS

SN Evaluation of monetary
gains and losses
associated with various
decisions, outcomes,
or actions
UF Cost Effectiveness
RT Cost Analysis
Costs
Decision Making
Project Evaluation
Systems Analysis

Cost Effectiveness
USE COST BENEFIT ANALYSIS

COSTS

SN Amount charged (but not
necessarily paid) for
something (note: very
general term; try to
use in postcombination
with other terms)
RT Cost Analysis
Cost Benefit Analysis
Financing
Pricing

COTTAGE INDUSTRY

SN Craft industry conducted
in the home
BT Small Scale Industry
RT Cooperatives

COUNCIL OF EUROPE (ID)

CPB (ID)

UF Corporation for Public Broadcasting

CREDIT UNIONS

SN Cooperative associations that make
loans to members at low
interest rates
RT Cooperatives

CROSS CULTURAL BROADCASTING

SN Radio or television
transmission between
cultural regions
BT Intercultural Communication
International Broadcasting
RT Cultural Domination
Cultural Exchange
External Broadcasting
Foreign Broadcasting
Propaganda *

Cross Cultural Communication
USE INTERCULTURAL COMMUNICATION

CUBA (ID)

BT Caribbean
Latin America

CULTURAL ASPECTS

RT Culture

CULTURAL CHANGES

RT Culture
Modernization

CULTURAL COOPERATION

BT International Cooperation
RT Cultural Exchange
Culture

CULTURAL DOMINATION

UF Cultural Imperialism
RT Cross Cultural Broadcasting
Culture
External Broadcasting
Foreign Broadcasting
Foreign Press
Free Flow of Information
New International Information Order

CULTURAL EXCHANGE

RT Cross Cultural Broadcasting
Cultural Cooperation
Culture

Cultural Imperialism
USE CULTURAL DOMINATION

CULTURE

NT Traditional Culture
RT Cultural Aspects
Cultural Changes
Cultural Cooperation
Cultural Domination
Cultural Exchange

CURRICULUM DEVELOPMENT

SN Activities such as planning,
researching, field-testing,
and implementing that

are intended to produce
new curricula or
improve existing ones
BT Educational Development
RT Materials Development

CYBERNETICS

SN Comparative study of
control and
communication processes
of organisms and
machines
UF Systems Theory
NT Systems Analysis
Systems Design
RT Automation
Communication
Computers
Computer Sciences
Feedback
Information Sciences

CYPRUS (ID)

BT Middle East

CZECHOSLOVAKIA (ID)

BT Eastern Europe

Dahomey
USE BENIN

DANCE

BT Fine Arts
NT Folk Dances
RT Music
Theater Arts

DATA ANALYSIS

SN Preparation of
factual information
items for interpretation,

dissemination, or
further treatment
BT Research Methods
NT Statistical Analysis
RT Data Collection
Decision Making
Demographic Analysis

DATA BASES

SN Collections of information
BT Information Services
RT Computers
Information Retrieval

DATA COLLECTION

BT Research Methods
NT Sampling
RT Case Studies
Data Analysis
Interviews
Questionnaires
Statistical Data
Surveys

Data Communication

USE DATA TRANSMISSION

DATA TRANSMISSION

SN Movement of machine readable
data over a distance
UF Data Communication
RT Electronic Data Processing
Facsimile Reproduction
Teletext
Videotext
Viewdata

DECENTRALIZATION

SN Dispersion or distribution
of functions and powers
from a central authority to
a local community or individual
office unit authority

RT Networks

DECISION MAKING

BT Cognitive Processes
RT Cost Analysis
Cost Benefit Analysis
Data Analysis
Policy Making
Problem Solving
Self Reliance
Systems Analysis

DEMOGRAPHIC ANALYSIS

SN Analysis based on study
of size and structure
of human population
RT Data Analysis
Demography
Sampling
Statistical Analysis

DEMOGRAPHY

RT Demographic Analysis
Migration
Population

DENMARK (ID)

BT Western Europe

DESERTIFICATION

SN Man-made depletion of plant
life leading to soil erosion and
expansion of desert areas
RT Conservation
Environment
Irrigation
Natural Resources
Reforestation
Sahel
Soil Erosion
Water Supply

DEVELOPING COUNTRIES

- UF LDC
Less Developed Countries
Third World
- RT Development
Economic Development

DIET

- RT Nutrition

DEVELOPMENT

- SN Very broad term; use more specific descriptor if possible
- NT Community Development
Economic Development
Educational Development
Integrated Development
Rural Development
Social Development
Urban Development
Women in Development
- RT Developing Countries
Development Communication
Development Policies
Obstacles to Development

DEVELOPMENT COMMUNICATION

- SN Communication which has as its purpose the deliberate promotion of one or more aspects of national development
- BT Communication
- RT Development
Economic Development
Social Development

DEVELOPMENT POLICIES

- BT Government Policies
- RT Communication Policies
Development
Policy Making
Self Reliance

DIAGRAMS

- BT Visual Media
- RT Charts
Graphic Arts
Illustrations

DIFFUSION OF INNOVATIONS

- SN Process by which new ideas, methods, technologies, etc., spread to the members of a social system
- RT Change Agents
Information Dissemination
Information Transfer
Networks
Technology Transfer

DIRECT BROADCASTING

- SN Satellite transmission directed to a home receiver, without intermediary of an earth station relay
- BT Broadcasting
- RT Communication Satellites

DIRECTORIES (PT)

- BT Reference Materials
- RT Indexes

DISEASES

- RT Health
Health Problems

DISTANCE EDUCATION

- SN Education delivered to clientele unable to utilize conventional education because of constraints of distance or availability

UF Tele Education
BT Education
NT Correspondence Education
Educational Radio
Educational Television
Telelectures
Telenetworks
RT Adult Education
Continuing Education
Satellite Applications
Educational Broadcasting
Teaching Methods
Telecommunications

DISTRIBUTION SATELLITES
BT Satellites

DOCUMENTARY FILMS
SN Factual films of some
event or historical
subject
BT Films
RT Educational Films

DOCUMENTS (PT)
NT Reference Materials
Secondary Documents

DOMINICAN REPUBLIC (ID)
BT Caribbean
Latin America

DRAMAS
BT Theater Arts
NT Folk Dramas
Puppetry
Radio Dramas
RT Staging

DRAWINGS
BT Graphic Arts

Duplicating
USE PHOTOCOPYING

EAST AFRICA (ID)
BT Africa
Africa South of Sahara
NT Ethiopia
Kenya
Somalia
Sudan
Tanzania
Uganda

East Germany
USE GERMANY DR

EASTERN EUROPE (ID)
BT Europe
NT Bulgaria
Czechoslovakia
Germany DR
Hungary
Poland
Rumania
USSR
Yugoslavia

EAST WEST COMMUNICATION INSTITUTE (ID)

EBU (ID)
UF European Broadcasting Union
RT Europe

ECA (ID)
UF Estudios Centroamericanos
RT Central America

ECONOMIC ASPECTS
RT Economics

ECONOMIC CONSTRAINTS
RT Economics
Obstacles to Development

ECONOMIC DEVELOPMENT
BT Development
NT Agricultural Development
RT Developing Countries
Development Communication
Economics
Modernization
Obstacles to Development
Rural Development
Social Development
Technology Transfer

ECONOMIC INDICATORS
SN Set of data that
serves as a tool for
analyzing current or
future economic
conditions
BT Indicators.
NT Gross National Product
RT Economics
Social Indicators

ECONOMIC THEORY
RT Economics

ECONOMICS
RT Economic Aspects
Economic Constraints
Economic Development
Economic Indicators
Economic Theory

ECUADOR (ID)
BT Latin America
South America

EDITING
SN Making suitable for
presentation by selecting,
amending, revising,
and compiling
RT Film Production
Journalism
Newspapers
Periodicals

EDP
USE ELECTRONIC DATA PROCESSING

EDUCATION
SN Very general; try to
use more specific
term
NT Adult Education
Distance Education
Extension Education
Higher Education
Home Economics Education
Inservice Education
Mass Education
Nonformal Education
Out of School Education
Primary Education
Secondary Education
Special Education
Teacher Education
Vocational Education
RT Educational Change
Educational Development
Educational Facilities
Educational Innovations
Educational Media
Educational Opportunities
Educational Philosophy
Educational Planning
Educational Research
Educational Technology
Educational Theories
Learning

Teaching
Training

NT Audiovisual Centers
Mobile Training Units
RT Education
Educational Equipment

EDUCATIONAL BROADCASTING

BT Broadcasting
RT Distance Education
Educational Radio
Educational Television

EDUCATIONAL FILMS

BT Audiovisual Media
Films
RT Documentary Films
Educational Television

EDUCATIONAL CHANGE

SN Alterations in the scope
of total educational
endeavor; includes
modification of curriculum,
teaching methods,
enrollment patterns, etc.
UF Educational Reform
RT Education
Educational Development
Educational Innovations

EDUCATIONAL INNOVATIONS

SN Introduction of new ideas or
practices into educational
programs, systems, or
structures
UF Innovations
RT Education
Educational Change
Educational Research
Educational Technology

EDUCATIONAL DEVELOPMENT

SN Growth or evolution of
educational systems
BT Development
NT Curriculum Development
RT Education
Educational Change
Educational Planning
Educational Research
Educational Technology

EDUCATIONAL MEDIA

SN Equipment and materials used
for instruction
UF Instructional Media
BT Media
NT Audiovisual Media
Educational Radio
Educational Television
Electronic Blackboards
Games
RT Computer Assisted Instruction
Education
Educational Equipment
Educational Technology
Materials Development
Multimedia
Production Techniques
Programmed Instruction

EDUCATIONAL EQUIPMENT

SN Furnishings, machines, or
other accessories that are
used in educational settings
BT Equipment
RT Educational Facilities
Educational Media
Educational Technology

EDUCATIONAL OPPORTUNITIES

SN Conditions that enable
individuals or groups
to improve their educational

EDUCATIONAL FACILITIES

BT Facilities

status
RT Education

EDUCATIONAL PHILOSOPHY
RT Education
Educational Theories

EDUCATIONAL PLANNING
SN Process of determining
objectives of
education and the means
for attaining them
BT Planning
RT Education
Educational Development

EDUCATIONAL RADIO
UF Instructional Radio
BT Distance Education
Educational Media
Radio
NT Radio Schools
RT Audiovisual Media
Educational Broadcasting
Educational Television
Mass Education
Open Broadcasting
Out of School Education
Radio Dramas
Radio Forums

Educational Reform
USE EDUCATIONAL CHANGE

EDUCATIONAL RESEARCH
BT Research
RT Education
Educational Development
Educational Innovations
Educational Technology
Field Research

Educational Resources Information
Center
USE ERIC

EDUCATIONAL TECHNOLOGY
SN Use of equipment-oriented
techniques or audiovisual
aids in educational
settings
UF Instructional Technology
BT Technology
RT Audiovisual Media
Computer Assisted Instruction
Education
Educational Development
Educational Equipment
Educational Innovations
Educational Media
Educational Research
Multimedia
Programmed Instruction

EDUCATIONAL TELEVISION
UF ETV
Instructional Television
ITV
Telecourses
BT Distance Education
Educational Media
Television
RT Audiovisual Media
Closed Circuit Television
Educational Broadcasting
Educational Films
Educational Radio
Mass Education
Out of School Education

EDUCATIONAL THEORIES
RT Education
Educational Philosophy

EGYPT (ID)
BT North Africa

RT Middle East

UF TELEMAIL (Trademark)
RT Computer Conferencing

ELECTRONIC BLACKBOARDS

SN Systems that communicate
speech, writing, and visual
images from a writing tablet
to a television screen
UF Teleboards
Telewriting
BT Educational Media
RT Telelectures

ELECTRONICS

NT Microelectronics
RT Electronic Equipment

Elementary Education
USE PRIMARY EDUCATION

ELECTRONIC DATA PROCESSING

SN Systematic handling,
manipulation, and
computation of information
by machines
UF EDP
RT Automation
Computer Languages
Computer Programming
Computers
Computer Sciences
Data Transmission
Electronic Equipment

EL SALVADOR (ID)
BT Central America
Latin America

EMERGENCY RELIEF
BT Social Services

EMPLOYMENT

RT Employment Opportunities
Manpower Needs
Unemployment

ELECTRONIC EQUIPMENT

BT Equipment
NT Audio Equipment
Computers
Tape Recorders
Video Equipment
RT Electronic Data Processing
Electronics
Facsimile Reproduction
Radio
Telecommunications
Teleconferencing
Television

EMPLOYMENT OPPORTUNITIES

SN Available remunerative work,
as well as the outlook
or trend in particular
occupations or industries
at a given time
RT Employment
Manpower Needs

ENCYCLOPEDIAS (PT)
BT Reference Materials

ELECTRONIC MAIL

SN Communication system which
electronically transmits
information over distance
using computer networks

England
USE UNITED KINGDOM

ENGLISH SPEAKING AFRICA (ID)

UF Anglophone Africa
BT Africa
NT Botswana
Gambia
Ghana
Kenya
Lesotho
Liberia
Malawi
Mauritius
Namibia
Nigeria
Sierra Leone
South Africa R
Swaziland
Tanzania
Uganda
Zambia
Zimbabwe

ENVIRONMENT

RT Conservation
Desertification
Forestry
Natural Resources
Reforestation
Soil Erosion
Water Supply

EQUATORIAL GUINEA (ID)
BT Central Africa

EQUIPMENT

NT Educational Equipment
Electronic Equipment
Photographic Equipment
Projection Equipment

ERIC (ID)

UF Educational Resources
Information Center

ESSAYS (PT)

SN Short, analytic,
interpretive, or
critical literary
composition,
usually in prose

Estudios Centroamericanos
USE ECA

ETHICS

RT Codes of Ethics
Standards

ETHIOPIA (ID)
BT East Africa

ETV

USE EDUCATIONAL TELEVISION

EUROPE (ID)

NT Eastern Europe
Western Europe
RT EBU

European Broadcasting Union
USE EBU

EVALUATION

SN Appraising persons, projects,
or organizations in
relation to stated criteria
or standards
NT Pretesting
Project Evaluation
Skills Analysis
RT Evaluation Research

Research

EVALUATION RESEARCH

BT Research
RT Evaluation

Experimentation USE EXPERIMENTS

EXPERIMENTS

UF Experimentation
BT Research Methods
RT Research
Studies

EXTENSION AGENTS

SN Representatives from
an outreach program
who offer assistance
at the local level
BT Field Workers
RT Agricultural Extension
Change Agents
Extension Services
Facilitators

EXTENSION EDUCATION

SN Instructional activities of
educational institutions
directed to clientele
beyond immediate student
body
UF University Extension
BT Education
RT Adult Education
Continuing Education
Correspondence Education
Extension Services
Higher Education
Open Universities
Out of School Education

EXTENSION SERVICES

SN Outreach programs usually
directed to clientele
outside the mainstream of
social development such as
the poor, the farmer, etc.
BT Social Services
NT Agricultural Extension
RT Extension Agents
Extension Education

EXTERNAL BROADCASTING

SN Radio or television
transmission (from
the viewpoint of the
broadcasting nation)
to a foreign country
BT International Broadcasting
RT Cross Cultural Broadcasting
Cultural Domination
Foreign Broadcasting
Free Flow of Information
Propaganda

Face to Face Communication USE INTERPERSONAL COMMUNICATION

FACILITATORS

SN Local leaders who act as
community teachers or
consciousness raisers to
present information
campaigns or to promote
social change
UF Animateurs
RT Change Agents
Consciousness Raising
Extension Agents
Field Workers
Local Participation

FACILITIES

NT Educational Facilities

FACSIMILE REPRODUCTION

UF Telefacsimile
BT Telecommunications
RT Data Transmission
Electronic Equipment
Information Networks
Photocopying
Telephone Systems
Videotex

FAMILY

RT Adolescents
Children
Family Planning
Siblings

FAMILY PLANNING

SN Voluntary regulation of
the spacing and number
of births in a family,
including counseling
to assist in
such planning
UF Planned Parenthood
BT Planning
NT Birth Control
RT Contraception
Family
Family Planning Education
Family Planning Programs
Fertility
Mother Child Health
Population

FAMILY PLANNING EDUCATION

SN Informal education of
adults by family
planning personnel to
encourage family planning;
includes clinic and
postpartum education,
and health and
nutrition education
BT Nonformal Education

RT Family Planning
Family Planning Programs
Health Education
Home Economics Education
Nutrition Education
Sex Education

FAMILY PLANNING PROGRAMS

BT Programs
RT Family Planning
Family Planning Education

FAO (ID)
UF Food and Agricultural
Organization of the
United Nations
BT UN

FAR EAST (ID)

BT Asia
NT China
Hong Kong
Japan
Korea DPR
Korea R
Mongolia
Taiwan

FEEDBACK

SN Response within a system
that returns to the input
a part of the output, thus
influencing the continued
activity or productivity
of that system
RT Audience Research
Behavior
Computer Assisted Instruction
Cybernetics
Feedforward
Motivation
Programmed Instruction
Reinforcement

FEEDFORWARD

- SN Mechanism for informing policy makers and research institutions about the needs of their beneficiaries (unlike feedback, this occurs before policies are made or new techniques are developed)
- RT Feedback
Needs Assessment

FERTILITY

- RT Family Planning

FIELD RESEARCH

- SN Social science research done at the community level to collect first hand data on a situation or problem
- UF Field Study
- BT Research
- RT Audience Research
Educational Research
Field Work
Needs Assessment
Research Methods

Field Study

USE FIELD RESEARCH

FIELD WORK

- SN Activities performed at the local level to assist a community with development projects
- RT Field Research
Field Workers

FIELD WORKERS

- SN Individuals who offer assistance at the community level
- NT Extension Agents

- RT Change Agents
Facilitators
Field Work

- FIJI (ID)
- BT Oceania

Filmmaking USE FILM PRODUCTION

FILM PRODUCTION

- UF Filmmaking
- BT Production Techniques
- NT Animation
- RT Copyright Laws
Editing
Films
Photographic Equipment
Radio Production
Script Writing
Special Effects
Television Production

FILMS

- UF Cinema
Movies
- BT Mass Media
- NT Documentary Films
Educational Films
Filmstrips
- RT Film Production
Projection Equipment
Theater Arts

FILMSTRIPS

- BT Films
Visual Media

FINANCING

- UF Funding
- RT Aid Programs

Costs

FINE ARTS

SN Any of the arts
for which aesthetic
purposes are primary
or uppermost
BT Art
NT Dance
Graphic Arts
Music
Theater Arts

FINLAND (ID)
BT Western Europe

FLIP CHARTS

BT Visual Media
RT Charts

FLORIDA STATE UNIVERSITY (ID)

FOLK DANCES

BT Dance
Folk Media
RT Folk Dramas
Folk Songs

FOLK DRAMAS

BT Dramas
Folk Media
RT Folk Dances
Folk Operas
Folk Songs
Puppetry
Staging

FOLK MEDIA

SN Traditional communication

channels, such as drama,
song, dance, puppetry,
and story telling;
sometimes used to
carry a social message

UF Traditional Media
NT Folk Dances
Folk Dramas
Folk Operas
Folk Songs
Puppetry
Story Telling
RT Traditional Culture

FOLK OPERAS

BT Folk Media
RT Folk Dramas
Folk Songs

FOLK SONGS

BT Folk Media
Music
RT Folk Dances
Folk Dramas
Folk Operas
Puppetry

Food and Agricultural Organization
of the United Nations
USE FAO

FOOD PRODUCTION

RT Agricultural Development
Agricultural Research
Food Spoilage
Food Storage

FOOD SPOILAGE

RT Food Production
Food Storage
Malnutrition

FOOD STORAGE
RT Food Production
Food Spoilage

FORD FOUNDATION (ID)

FOREIGN BROADCASTING
SN Radio or television
transmission (from
the viewpoint of the
receiving nation)
coming from a foreign
nation
BT International Broadcasting
RT Cross Cultural Broadcasting
Cultural Domination
External Broadcasting
Foreign Press
Free Flow of Information
Propaganda

FOREIGN PRESS
BT Press
RT Cultural Domination
Foreign Broadcasting
Free Flow of Information

FOREST PRODUCTS
RT Forestry

FORESTRY
SN Science of/ developing,
caring for, or cultivating
forests; management
of growing timber
RT Agriculture
Environment
Forest Products
Natural Resources
Reforestation

Fotonovelas
USE PHOTONOVELS

FRANCE (ID)
BT Western Europe

Francophone Africa
USE FRENCH SPEAKING AFRICA

FREEDOM OF INFORMATION
BT Civil Liberties
RT Censorship
Freedom of the Press

FREEDOM OF THE PRESS
BT Civil Liberties
RT Censorship
Freedom of Information
Journalism

FREE FLOW OF INFORMATION
SN Information flow without
restraint between all
nations; a concept supported
by the United States, but
opposed by other nations as
one-way dissemination
without regard for
cultural and national needs
RT Access to Information
Agenda Setting
Censorship
Cultural Domination
External Broadcasting
Foreign Broadcasting
Foreign Press
Information Transfer
International Broadcasting
New International Information Order
News Agencies

FRENCH SPEAKING AFRICA (ID)

UF Francophone Africa
BT Africa
NT Algeria
Benin
Cameroon
Central African Republic
Chad
Congo PR
Gabon
Guinea
Ivory Coast
Madagascar
Mali
Mauritania
Morocco
Niger
Rwanda
Senegal
Togo
Tunisia
Upper Volta
Zaire

FREQUENCY ALLOCATIONS

SN Assignment of bands on the
frequency spectrum to
broadcasting organizations
RT Broadcasting

Funding
USE FINANCING

GABON (ID)

BT Central Africa
French Speaking Africa

GAMBIA (ID)

BT English Speaking Africa
Sahel
West Africa

GAMES

SN Individual or group games
that have cognitive,
social, or behavioral
dimensions which are
related to educational
or developmental
objectives
BT Educational Media

GATEKEEPERS

SN Intermediary agents
used in the
transfer of information
RT Information Dissemination

GERMANY DR (ID)

SN German Democratic Republic
UF East Germany
BT Eastern Europe

GERMANY FR (ID)

SN Germany, Federal Republic of
UF West Germany
BT Western Europe

GHANA (ID)

BT English Speaking Africa
West Africa

Gilbert Islands

USE KIRIBATI

GOVERNMENT POLICIES

NT Communication Policies
Development Policies
RT Policy Making

GRAPHIC ARTS

BT Fine Arts
NT Drawings
RT Diagrams

GRAPHS

BT Visual Media
RT Charts
Illustrations

Great Britain
USE UNITED KINGDOM

GREECE (ID)
BT Western Europe

GROSS NATIONAL PRODUCT

SN Use in connection with
annual total output
of goods and
services of a country;
to be distinguished from
national income
BT Economic Indicators

GROUP DISCUSSIONS

RT Radio Forums
Teleclubs

GROUP INSTRUCTION

BT Teaching Methods
RT Individualized Instruction
Radio Schools

GUAM (ID)
BT Oceania

GUATEMALA (ID)

BT Central America
Latin America

GUINEA (ID)
BT French Speaking Africa
West Africa

GUYANA (ID)
BT South America

HAITI (ID)
BT Caribbean

Handbooks
USE MANUALS

HANDICAPPED
RT Vocational Rehabilitation

HARDWARE

SN Mechanical equipment
necessary for an activity,
as distinguished from the
equipment's content material
RT Software

HEALTH

NT Mother Child Health
RT Diseases
Health Education
Health Problems
Health Services
Nutrition
Telemedicine

Health Care
USE HEALTH SERVICES

HEALTH EDUCATION

BT Nonformal Education
NT Sex Education
RT Family Planning Education
Health
Health Problems
Home Economics Education
Nutrition Education
Paramedical Personnel
Primary Health Care
Sanitation Improvement

HEALTH PROBLEMS

BT Social Problems
NT Malnutrition
RT Diseases
Health
Health Education
Health Services
Sanitation Improvement

HEALTH SERVICES

UF Health Care
BT Social Services
NT Primary Health Care
RT Health
Health Problems
Paramedical Personnel
Telemedicine

HIGHER EDUCATION

SN All education beyond
the secondary level
leading to a formal
degree
BT Education
NT Medical Education
Open Universities
RT Extension Education

Holland

USE NETHERLANDS

HOME ECONOMICS EDUCATION

BT Education
RT Family Planning Education
Health Education
Nutrition Education

HONDURAS (ID)

BT Central America
Latin America

HONG KONG (ID)

BT Far East

HUNGARY (ID)

BT Eastern Europe

HUNGER

BT Social Problems
RT Malnutrition
Poverty

IBE (ID)

UF International Bureau of Education
BT UNESCO

IBRD

USE WORLD BANK

IDB (ID)

UF Inter American Development Bank
RT ADB
Caribbean
South America
World Bank

IDRC (ID)
UF International Development
Research Centre

IFAP (ID)
UF International Federation of
Agricultural Producers

IIC (ID)
UF International Institute of
Communications

IIEP (ID)
UF International Institute for
Educational Planning
BT UNESCO

ILLITERACY
BT Social Problems
RT Basic Education
Literacy

ILLUSTRATIONS
BT Visual Media
RT Diagrams
Graphs
Photographs

IMAGE RECORDERS
SN Machines that transfer
into print remote sensing
pictures received from
satellites
RT Remote Sensing
Satellites

IMCH (ID)
UF Institute of Maternal and Child

Health
RT Philippines

Incentives
USE MOTIVATION

INCIDENTAL LEARNING
SN Knowledge acquired
fortuitiously in an
informal situation rather
than as part of a planned
educational experience
BT Learning

INDEXES (PT)
BT Reference Materials
RT Directories
Thesauri

INDIA (ID)
BT Southwest Asia
RT SITE

INDICATORS
SN Set of data that serves as
tool to analyze current or
future conditions
NT Economic Indicators
Social Indicators

INDIVIDUALIZED INSTRUCTION
BT Teaching Methods
RT Autoinstructional Programs
Computer Assisted Instruction
Group Instruction
Learning Modules
Programmed Instruction
Special Education

INDONESIA (ID)

BT Southeast Asia

INDUSTRIALIZATION

SN Use for the initial stages of
industrial development
RT Automation
Industry
Modernization
Technological Change
Technology Transfer

INDUSTRY

NT Publishing Industry
Small Scale Industry
RT Industrialization
Technology

INFANT NUTRITION

BT Nutrition
RT Breastfeeding
Children
Mother Child Health

INFORMATION CAMPAIGNS

SN Mass education, usually
organized by a government
agency, to inform and
persuade the
population on a specific
social issue
UF Mass Campaigns
Media Campaigns
RT Advertisements
Announcements
Mass Communication
Mass Education
Posters
Radio Forums
Social Marketing

INFORMATION CENTERS

SN Facilities that
provide a variety

of information services

NT Archives
Libraries
RT Information Dissemination
Information Networks
Information Services

INFORMATION DISSEMINATION

NT Advertisements
Announcements
RT Access to Information
Broadcasting
Diffusion of Innovations
Gatekeepers
Information Centers
Information Networks
Information Services
Mass Media

INFORMATION NETWORKS

SN Information systems
linked by communication
for information
exchange
BT Networks
RT Communication Satellites
Communication Systems
Facsimile Reproduction
Information Centers
Information Dissemination
Information Services
Information Transfer
Teleconferencing

INFORMATION RETRIEVAL

SN Techniques used to
recover specific
information from
large quantities of
stored data
RT Data Bases
Information Sciences
Information Services

INFORMATION SCIENCES

SN Study of the properties
of information, its
generation, communication,
transfer, storage,
and use
NT Computer Sciences
RT Cybernetics
Information Retrieval
Information Services

provide on the job
instruction to professional
persons (in fields other
than teaching)

UF Inservice Training
BT Education
RT Continuing Education
Inservice Teacher Education

INFORMATION SEEKING

RT Continuing Education
Problem Solving

INSERVICE TEACHER EDUCATION

UF Inservice Teacher Training
BT Teacher Education
RT Inservice Education

INFORMATION SERVICES

NT Data Bases
Videotex
RT Access to Information
RT Information Centers
Information Dissemination
Information Networks
Information Retrieval
Information Sciences
Libraries

Inservice Teacher Training
USE INSERVICE TEACHER EDUCATION

Inservice Training
USE INSERVICE EDUCATION

INFORMATION TRANSFER

RT Communication
Diffusion of Innovations
Free Flow of Information
Information Networks
New International Information Order

Institute of Maternal and Child
Health
USE IMCH

Instruction
USE TEACHING

INNOTECH (ID)

UF Regional Center for Educational
Innovation and Technology

Instructional Media
USE EDUCATIONAL MEDIA

Innovations
USE EDUCATIONAL INNOVATIONS

Instructional Radio
USE EDUCATIONAL RADIO

INSERVICE EDUCATION

SN Educational programs to

Instructional Technology
USE EDUCATIONAL TECHNOLOGY

Instructional Television
USE EDUCATIONAL TELEVISION

INTEGRATED DEVELOPMENT

SN Systematic cooperation
between various development
programs or government
agencies to form a
comprehensive development
strategy
BT Development
RT Community Development

INTELSAT (ID)

UF International Telecommunication
Satellite Consortium

INTERACTIVE COMMUNICATION

UF Two Way Communication
BT Communication Systems
NT Interactive Radio
Interactive Television
RT Teleconferencing
Telemedicine

INTERACTIVE RADIO

UF Two Way Radio
BT Interactive Communication
Radio
RT Interactive Television

INTERACTIVE TELEVISION

SN Bidirectional cable television
UF Two Way Television
BT Interactive Communication
Television
RT Cable Television
Interactive Radio
Viewdata

Inter American Development Bank
USE IDB

INTER AMERICAN FOUNDATION (ID)

INTERCULTURAL COMMUNICATION

SN Communication between people of
different cultures
UF Cross Cultural Communication
BT Communication
NT Cross Cultural Broadcasting
RT International Communication

INTERNAL MIGRATION

BT Migration
RT Urban Population

International Bank for Reconstruction
and Development
USE WORLD BANK

INTERNATIONAL BROADCASTING

SN Radio or television
transmission sent
from one country to
another
BT Broadcasting
International Communication
NT Cross Cultural Broadcasting
External Broadcasting
Foreign Broadcasting
RT Free Flow of Information
New International Information Order
Propaganda

International Bureau of Education
USE IBE

INTERNATIONAL COMMUNICATION

SN Communication across national
borders
BT Communication
NT International Broadcasting
RT Intercultural Communication

INTERNATIONAL COOPERATION
NT Cultural Cooperation

International Development Research
Centre
USE IDRC

International Federation of
Agricultural Producers
USE IFAP

International Institute for
Educational Planning
USE IIEP

International Institute of
Communications
USE IIC

INTERNATIONAL STANDARDS
BT Standards

International Telecommunication
Satellite Consortium
USE INTELSAT

International Telecommunication
Union
USE ITU

INTERPERSONAL COMMUNICATION
SN Direct communication between
two or more people in which
immediate feedback is available
UF Face to Face Communication
BT Communication
RT Interpersonal Networks

INTERPERSONAL NETWORKS
SN Informal chains of direct
communication among
a given population
that follow
traditional patterns
BT Networks
RT Interpersonal Communication

INTERVIEWS
RT Data Collection
Questionnaires
Surveys

IRAN (ID)
BT Southwest Asia
RT Middle East

IRAQ (ID)
BT Middle East

IRELAND (ID)
BT Western Europe

IRRIGATION
RT Agricultural Development
Desertification
Water Supply

ISLAM (ID)

BT Middle East

ISRAEL (ID)
BT Middle East

ITALY (ID)
BT Western Europe

ITU (ID)
UF International Telecommunication
Union

ITV
USE EDUCATIONAL TELEVISION

IVORY COAST (ID)
BT French Speaking Africa
West Africa

JAMAICA (ID)
BT Caribbean

JAPAN (ID)
BT Far East

JCET (ID)
UF Joint Council on Educational
Telecommunications

Joint Council on Educational
Telecommunications
USE JCET

JORDAN (ID)

Journals
USE PERIODICALS

JOURNALISM
RT Editing
Freedom of the Press
Newspapers
Periodicals
Press
Radio
Television

KAMPUCHEA D (ID)
UF Cambodia
Khmer Republic
BT Southeast Asia

KENYA (ID)
BT East Africa
English Speaking Africa

Khmer Republic
USE KAMPUCHEA D

KIRIBATI (ID)
UF Gilbert Islands
BT Oceania

KOREA DPR (ID)
UF North Korea
BT Far East

KOREA R (ID)
UF South Korea
BT Far East

KUWAIT (ID)
BT Middle East

Labor Unions
USE TRADE UNIONS

Lactation
USE BREASTFEEDING

LAND SETTLEMENT
SN Colonization of rural
peoples in virgin or
reclaimed territories
RT Agricultural Development
Rural Development

LANGUAGE
NT Computer Languages
RT Language Barriers

LANGUAGE BARRIERS
BT Communication Barriers
RT Language

LAOS (ID)
BT Southeast Asia

LATIN AMERICA (ID)
BT Americas
NT Argentina
Bolivia
Brazil
Colombia
Costa Rica
Cuba
Dominican Republic

Ecuador
El Salvador
Guatemala
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Uruguay
RT Caribbean
Central America
South America

LAWS
SN Rules of conduct
established by
authority, society,
or custom
BT Standards
NT Copyright Laws
RT Regulations

LDC
USE DEVELOPING COUNTRIES

League for International Food
Education
USE LIFE

LEARNING
SN Process of acquiring
knowledge, attitudes,
or skills from study,
instruction, or experience
NT Incidental Learning
Visual Learning
RT Cognitive Processes
Education

LEARNING MODULES
SN Packets of programmed

teaching material
providing a
sequence of learning
activity

UF Modules
BT Teaching Aids
RT Computer Assisted Instruction
Individualized Instruction
Programmed Instruction
Teaching Methods

Learning Style
USE COGNITIVE STYLE

LESOTHO (ID)
BT English Speaking Africa
Southern Africa

Less Developed Countries
USE DEVELOPING COUNTRIES

LIBERIA (ID)
BT English Speaking Africa
West Africa

LIBRARIES

SN Institutions housing
collections of
information resources
usually providing
assistance to users
BT Information Centers
RT Archives
Audiovisual Centers
Information Services

LIBYA AR (ID)
UF Libyan Arab Jamahiriya
BT North Africa

Libyan Arab Jamahiriya
USE LIBYA AR

LIFE (ID)
UF League for International
Food Education

Lifelong Education
USE CONTINUING EDUCATION

Lifelong Learning
USE CONTINUING EDUCATION

Listener Research
USE AUDIENCE RESEARCH

Listening Groups
USE RADIO FORUMS

LITERACY

BT Basic Education
NT Reading
RT Illiteracy
Numeracy
Reading Instruction
Reading Materials
Reading Skills

LOCAL BROADCASTING

BT Broadcasting
RT New International Information Order
Participatory Media

LOCAL PARTICIPATION

SN Involving the local
population in the

planning and implementation
of development projects

BT Participation
RT Facilitators
Participatory Media
Pretesting
Self Help Projects
Self Reliance

MADAGASCAR (ID)
UF Malagasy Republic
BT French Speaking Africa
Southern Africa

Magazines
USE PERIODICALS

MAGNETIC TAPE CASSETTES
UF Cassettes (Tape)
BT Magnetic Tapes
NT Audiocassettes
Videocassettes
RT Tape Recorders
Tape Recordings

MAGNETIC TAPES
SN Tapes coated on one side
with a magnetic oxide
on which data is stored;
used for recording video,
audio, or computer data
NT Magnetic Tape Cassettes
RT Tape Recorders
Tape Recordings

Malagasy Republic
USE MADAGASCAR

MALAWI (ID)
BT English Speaking Africa
Southern Africa

MALAYSIA (ID)
BT Southeast Asia

MALI (ID)
BT French Speaking Africa
Sahel
West Africa

MALNUTRITION
BT Health Problems
RT Food Spoilage
Hunger
Nutrition

MANPOWER NEEDS
SN Need for trained workers
in various industries
RT Employment
Employment Opportunities
Skilled Workers

MANUALS (PT)
SN Books designed to give
instruction in specific
subjects and in the use
of specific equipment
UF Handbooks
Training Manuals
BT Secondary Documents
Teaching Aids
RT Books

MARITAL STATUS

MARKETING
SN Planning and controlling
of programs designed to
bring about desired

exchanges with
specific markets
NT Social Marketing
RT Advertisements

Mass Campaigns
USE INFORMATION CAMPAIGNS

MASS COMMUNICATION
SN Communication to an
anonymous, heterogeneous
audience through media
such as radio,
television, newspapers, etc.
BT Communication
RT Information Campaigns
Mass Media

MASS EDUCATION
SN Large scale activities
aimed at disseminating
information to or
influencing the opinions
of the general public
UF Mass Instruction
BT Education
RT Adult Education
Educational Radio
Educational Television
Information Campaigns
Mass Media
Posters
Social Marketing
Teaching Methods

Mass Instruction
USE MASS EDUCATION

MASS MEDIA
SN Systems or instruments
of communication
intended to reach
general and geographically

dispersed audiences
simultaneously
BT Media
NT Alternative Media
Films
Print Media
Radio
Television
RT Agenda Setting
Broadcasting
Information Dissemination
Mass Communication
Mass Education
Press

MATERIALS DEVELOPMENT
SN Creation of instructional
material
RT Curriculum Development
Educational Media
Reading Materials

MAURITANIA (ID)
BT French Speaking Africa
Sahel
West Africa

MAURITIUS (ID)
BT English Speaking Africa
Southern Africa

MECHANICAL SKILLS
BT Skills
RT Apprenticeships
Skilled Workers
Vocational Education

MEDIA
UF Communication Media
NT Educational Media
Mass Media
Participatory Media
RT Communication

Media Practitioners
Multimedia

Media Campaigns
USE INFORMATION CAMPAIGNS

MEDIA PRACTITIONERS

SN Persons who specialize
in the development,
organization, and
application of various
types of media

RT Communication Training
Media

MEDICAL EDUCATION

BT Higher Education

MESSAGE DESIGN

RT Advertisements
Announcements
Pretesting

MEXICO (ID)

BT Latin America
North America

MICHIGAN STATE UNIVERSITY (ID)

MICROELECTRONICS

BT Electronics

MICROTEACHING

SN Method of teacher training
in which simulated teaching
sessions (often videotaped)
are used to develop and
analyze trainees'
specific teaching
skills and behaviors

BT Teaching Methods

RT Student Teaching
Teacher Education
Videotape Recordings

MIDDLE EAST (ID)

UF Near East

NT Cyprus

Iraq

Israel

Jordan

Kuwait

Qatar

Saudi Arabia

Syria

Turkey

Yemen

RT Afghanistan

Egypt

Iran

MIDWIVES

BT Paramedical Personnel

RT Mother Child Health

Nurses

MIGRATION

NT Internal Migration

RT Demography

Nomads

Transport

Mobile Classrooms

USE MOBILE TRAINING UNITS

MOBILE TRAINING UNITS

SN Readily movable vehicles
or attachments to vehicles
that are used as classrooms

UF Mobile Classrooms

BT Educational Facilities

MODELS

- SN Representations of an object, principle, or idea, often used in imitation or emulation
- NT Teaching Models
- RT Research Methods
Systems Analysis

MODERNIZATION

- RT Cultural Changes
Economic Development
Industrialization
Social Development
Technological Change
Technology Transfer

Modules

USE LEARNING MODULES.

MONGOLIA . (ID)

- BT Far East

MOROCCO (ID)

- BT French Speaking Africa
North Africa

MOTHER CHILD HEALTH

- BT Health
- RT Breastfeeding
Children
Family Planning
Infant Nutrition
Midwives
Nutrition

MOTIVATION

- SN Forces that initiate, direct, and sustain individual or group behavior in order to

satisfy a need or attain a goal

- UF Incentives
Motivation Factors
- RT Behavior
Consciousness Raising
Feedback
Motivation Techniques
Reinforcement
Self Actualization

Motivation Factors USE MOTIVATION

MOTIVATION TECHNIQUES

- NT Consciousness Raising
- RT Motivation

Movies USE FILMS

MOZAMBIQUE (ID) BT Southern Africa

MULTIMEDIA

- RT Audiovisual Centers
Educational Media
Educational Technology
Media

MUSIC

- BT Fine Arts
- NT Folk Songs
- RT Dance
Theater Arts

NAEB (ID)

- UF National Association of
Educational Broadcasters

NAMIBIA (ID)
UF South West Africa
BT English Speaking Africa
Southern Africa

National Association of
Educational Broadcasters
USE NAEB

National Institutes of Health
USE NIH

NATURAL RESOURCES
RT Conservation
Desertification
Environment
Forestry
Reforestation
Soil Erosion
Water Supply

Near East
USE MIDDLE EAST

NEEDS ASSESSMENT
SN Study of the needs of
a group toward which you
are directing a message
through film, radio, or
other mass media
RT Audience Research
Basic Needs
Feedforward
Field Research
Planning
Policy Making
Poverty
Surveys
Systems Analysis

NEPAL (ID)
BT Southwest Asia

NETHERLANDS (ID)
UF Holland
BT Western Europe

NETWORKS
SN Series of points
interconnected by
communication channels
(note: very general term,
use in postcombination
with other terms)
NT Information Networks
Interpersonal Networks
RT Decentralization
Diffusion of Innovations
Telecommunications

New Guinea
USE PAPUA NEW GUINEA

NEW INTERNATIONAL INFORMATION ORDER
SN Attempt to establish new
patterns of communication flow
by developing local media and
national news agencies to
counteract the cultural
domination of the media by
certain industrialized nations
RT Communication Policies
Cultural Domination
Free Flow of Information
Information Transfer
International Broadcasting
Local Broadcasting
News Agencies
Participatory Media

NEW ZEALAND (ID)

BT Oceania

NIH (ID)
UF National Institutes of Health

NEWS.

RT News Agencies

NOMADS

RT Migration

NEWS AGENCIES

UF Wire Services
RT Agenda Setting
Free Flow of Information
New International Information Order
News
Newspapers
Press

NEWSLETTERS (PT)

BT Periodicals

NEWSPAPERS

BT Print Media
RT Editing
Journalism
News Agencies
Press

NICARAGUA (ID)

BT Central America
Latin America

NIGER (ID)

BT French Speaking Africa
Sahel
West Africa

NIGERIA (ID)

BT English Speaking Africa
West Africa

NONFORMAL EDUCATION

SN Organized learning programs
outside the formal
schooling system, serving
other than traditional
school-age populations,
or employing methods other
than classroom instruction;
tends to be oriented toward
immediate and practical
objectives to meet basic
human needs

BT Education

NT Family Planning Education
Health Education
Nutrition Education

RT Adult Education
Basic Education
Continuing Education
Out of School Education
Radio Forums
Vocational Education
Womens Education

NORTH AFRICA (ID)

BT Africa
NT Algeria
Egypt
Libya AR
Morocco
Tunisia

NORTH AMERICA (ID)

BT Americas
NT Canada
Mexico
USA

North Korea
USE KOREA DPR

NORWAY (ID)
BT Western Europe

NUMERACY
SN Ability to handle
simple arithmetic
BT Basic Education
RT Literacy

NURSES
BT Paramedical Personnel
RT Midwives

NUTRITION
NT Infant Nutrition
RT Diet
Health
Malnutrition
Mother Child Health
Nutrition Education

NUTRITION EDUCATION
BT Nonformal Education
RT Family Planning Education
Health Education
Home Economics Education
Nutrition
Primary Health Care

OAS (ID)
UF Organization of American
States

OBSTACLES TO DEVELOPMENT
RT Attitudes

Communication Barriers
Development
Economic Constraints
Economic Development
Resistance to Change
Social Development

OCEANIA (ID)
NT American Samoa
Australia
Fiji
Guam
Kiribati
New Zealand
Papua New Guinea
Solomon Islands
Tonga
Trust Territories
Western Samoa

ODC (ID)
UF Overseas Development Council

OECD (ID)
UF Organization for Economic
Cooperation and Development

OFFSET PRINTING
SN Process in which an
inked impression from
a plate is made on a
cylinder and then
transferred to paper
BT Printing
RT Photocomposition

OPEN BROADCASTING
SN Programming strategy combining
entertainment and education
so as to capture a mass
audience who would not
listen to traditional
educational radio

BT Broadcasting
RT Educational Radio
Radio Programs

RT Adult Education
Continuing Education
Educational Radio
Educational Television
Extension Education
Nonformal Education

OPEN UNIVERSITIES

SN Higher education
institutions with
open admission policies
that feature external
degree programs and
often use nontraditional
delivery systems

BT Higher Education

RT Adult Education
Extension Education

Out of School Youth
USE SCHOOL LEAVERS

Overseas Development Council
USE ODC

OPINION LEADERS

SN Individuals who by virtue
of education, access to
media, or personal knowledge,
command respect in the
community and influence
public opinion

RT Agenda Setting
Public Opinion

PAHO (ID)

UF Pan American Health Organization

BT WHO

PAKISTAN (ID)

BT Southwest Asia

ORACLE (Trademark)
USE TELETEXT

Pamphlets
USE BOOKLETS

Organization for Economic
Cooperation and Development
USE OECD

PANAMA (ID)

BT Central America
Latin America

Organization of American States
USE OAS

Pan American Health Organization
USE PAHO

OUT OF SCHOOL EDUCATION

SN Educational activity
other than
traditional schooling

BT Education

PAPUA NEW GUINEA (ID)

UF New Guinea

BT Oceania

PARAGUAY (ID)

BT Latin America
South America

PEACE CORPS (ID)

PARAMEDICAL PERSONNEL

SN Auxiliary, support
personnel trained in
patient services to
supplement the functions of
professional medical
personnel
NT Barefoot Doctors
Midwives
Nurses
RT Health Education
Health Services
Primary Health Care
Telemedicine

PERCEPTION

SN Process of becoming
aware of objects,
qualities, or relations
via the sensory organs
(do not confuse with
"attitudes")
BT Cognitive Processes
NT Visual Perception

Perceptual Style
USE COGNITIVE STYLE

PARTICIPATION

SN Having a share in the
planning, implementation,
and evaluation of
projects and programs
which directly
affect the participant
BT Behavior
NT Local Participation

Performing Arts
USE THEATER ARTS

PARTICIPATORY MEDIA

SN Communication modes which
are designed, produced, and
maintained by the local
population using local
resources
BT Media
RT Appropriate Technology
Local Broadcasting
Local Participation
New International Information Order

PERIODICALS (PT)

UF Journals
Magazines
NT Newsletters
RT Editing
Journalism
Press

PERU (ID)

BT Latin America
South America

PHILIPPINES (ID)

BT Southeast Asia
RT IMCH

PAY TELEVISION

BT Television
NT Subscription Television
RT Cable Television

PHOTOCOMPOSITION

SN Preparation of manuscript for
printing by projecting type

characters onto photosensitive
film or paper
BT Production Techniques
RT Offset Printing
Photocopying
Printing

PHOTOCOPYING

SN Process whose purpose
is to replicate by optical
or photomechanical means
previously created graphic
or coded messages
UF Copying
Duplicating
Reprography
Xerography
RT Copyright Laws
Facsimile Reproduction
Photocomposition
Printing
Publishing Industry-

PHOTOGRAPHIC EQUIPMENT

BT Equipment
RT Audio Equipment
Film Production
Photographs
Production Techniques
Projection Equipment
Video Equipment

PHOTOGRAPHS

BT Visual Media
RT Illustrations
Photographic Equipment
Photonovels

PHOTONOVELS

UF Fotonovelas
BT Print Media
Visual Media
RT Books
Comic Books
Photographs

Picturephones
USE VIDEOPHONES

Pilot Programs
USE PILOT PROJECTS

PILOT PROJECTS

UF Pilot Programs
BT Projects
RT Project Evaluations
Research

Planned Parenthood
USE FAMILY PLANNING

PLANNED PARENTHOOD ASSOCIATION (ID)

PLANNING

NT Communication Planning
Educational Planning
Family Planning
RT Needs Assessment

POLAND (ID)

BT Eastern Europe

POLICY MAKING

SN Process of establishing
principles to serve
as guidelines for
decision making, program
development, and
implementation
- RT Communication Policies
Decision Making
Development Policies

Government Policies
Needs Assessment

Practice Teaching
USE STUDENT TEACHING

POLITICAL ASPECTS

POPULATION

- NT Rural Population
- Urban Population
- RT Demography
- Family Planning

POPULATION COUNCIL (ID)

POPULATION REFERENCE
BUREAU INC (ID)

PORTUGAL (ID)
BT Western Europe

POSTAL AND TELEPHONE SERVICES
RT Telephone Systems

POSTERS (PT)
BT Print Media
Visual Media
RT Booklets
Information Campaigns
Mass Education

POVERTY
BT Social Problems
RT Basic Needs
Hunger
Needs Assessment
Unemployment

PRESS

- NT Foreign Press
- Rural Press
- RT Agenda Setting
- Journalism
- Mass Media
- News Agencies
- Newspapers
- Periodicals

PRESTEL (Trademark)
USE VIEWDATA

PRETESTING

- SN Measuring reaction
of a group of
individuals to a
communication prior to
widespread diffusion
- BT Evaluation
Research
- RT Audience Research
Local Participation
Message Design
Questionnaires
Research Methods

PRICING
RT Costs

PRIMARY EDUCATION

- SN Formal education
provided in kindergarten
or grade 1 through grades
6, 7, or 8
- UF Elementary Education
- BT Education
- RT Secondary Education

PRIMARY HEALTH CARE

- SN Integrated approach to health, emphasizing preventive health services, sanitation improvement, nutrition education, and family planning; care is provided at the local level by paramedical personnel
- BT Health Services
- RT Health Education
 - Nutrition Education
 - Paramedical Personnel
 - Sanitation Improvement
 - Telemedicine

PRINTERS

- RT Printing

PRINTING

- NT Offset Printing
- RT Photocomposition
 - Photocopying
 - Printers
 - Print Media
 - Publishing Industry

PRINT MEDIA

- BT Mass Media
- NT Booklets
 - Books
 - Comic Books
 - Newspapers
 - Photonovels
 - Posters
- RT Printing
 - Publishing Industry

PROBLEM SOLVING

- BT Cognitive Processes
- RT Decision Making
 - Information Seeking
 - Systems Analysis

PRODUCTION TECHNIQUES

- SN Techniques for creating communication products, such as films, radio and television programs, publications, etc.
- NT Film Production
 - Photocomposition
 - Radio Production
 - Special Effects
 - Television Production
- RT Animation
 - Educational Media
 - Photographic Equipment
 - Script Writing
 - Theater Arts

PROGRAMMED INSTRUCTION

- SN Instruction using programmed material, either in textbook or teaching machine usable form
- UF Programmed Learning
- BT Teaching Methods
- NT Computer Assisted Instruction
- RT Autoinstructional Programs
 - Computer Programming
 - Educational Media
 - Educational Technology
 - Feedback
 - Individualized Instruction
 - Learning Modules
 - Teaching Machines

Programmed Learning
USE PROGRAMMED INSTRUCTION

Programming
USE COMPUTER PROGRAMMING

Programming Languages
USE COMPUTER LANGUAGES

Films
Photographic Equipment

PROGRAMS

- SN Standing arrangements
that provide for a
social service
- NT Aid Programs
Family Planning Programs
Training Programs

PROJECTS

- SN Specific undertakings,
planned and implemented
with definite objectives
in mind
- NT Pilot Projects
Satellite Projects
Self Help Projects
Telecommunication Projects
- RT Project Descriptions
Project Evaluations

PROJECT DESCRIPTIONS (PT)

- SN Use for documents
explaining content,
design, and
implementation of a
development project
- RT Projects

PROJECT EVALUATIONS

- SN Techniques applied for
assessment as a
project is planned,
implemented, or completed
- BT Evaluation
- RT Cost Benefit Analysis
Pilot Projects
Projects
Research Reports

PROJECTION EQUIPMENT

- BT Equipment
- RT Audio Equipment

PROPAGANDA

- SN Conscious, organized
attempts at influencing
people's attitudes
and behavior
- RT Cross Cultural Broadcasting
External Broadcasting
Foreign Broadcasting
International Broadcasting
Public Opinion

PSYCHOLOGICAL ASPECTS

- RT Psychological Needs

PSYCHOLOGICAL NEEDS

- NT Self Actualization
- RT Psychological Aspects

PUBLIC BROADCASTING

- SN Broadcasting activities
managed by a public or
non-profit corporation as
a public service; funding
and management differ from
country to country
- BT Broadcasting

PUBLIC OPINION

- RT Agenda Setting
Opinion Leaders
Propaganda
Questionnaires
Surveys

PUBLISHING INDUSTRY

- BT Industry
- NT Small Presses
- RT Books

Copyright Laws
Photocopying
Printing
Print Media

PUERTO RICO (ID)
BT Caribbean
Latin America

PUPPETRY
BT Dramas
Folk Media
RT Folk Dramas
Folk Songs

QATAR (ID)
BT Middle East

QUESTIONNAIRES
SN Structured sets of
questions on specified
subjects that are used to
gather information,
attitudes, or opinions
RT Audience Research
Data Collection
Interviews
Pretesting
Public Opinion
Research
Surveys

QUBE (Trademark)
USE VIEWDATA

RADIO
UF Broadcast Media
BT Mass Media
Telecommunications
NT Educational Radio
Interactive Radio

RT Audio Equipment
Broadcasting
Electronic Equipment
Journalism
Radio Forums
Radio Production
Radio Programs
Radio Reading Services
Radio Receivers
Radio Schools
Television

Radio Clubs
USE RADIO FORUMS

RADIO DRAMAS
SN Use of fictional story
to convey educational
message
UF Radio Novels
BT Dramas
Radio Programs
RT Educational Radio

RADIO FORUMS
SN Small learning groups
that meet regularly
to hear a radio
program and discuss it
UF Listening Groups
Radio Clubs
RT Educational Radio
Group Discussions
Information Campaigns
Nonformal Education
Radio
Radio Schools
Teleclubs

Radio Novels
USE RADIO DRAMAS

RADIO PRODUCTION

SN Technical development of
radio shows
BT Production Techniques
RT Film Production
Radio
Script Writing
Television Production

RADIO PROGRAMS

SN Content and
format of radio
shows
NT Radio Dramas
RT Open Broadcasting
Radio
Scripts
Television Programs

RADIO READING SERVICES

SN Programs providing
printed information
in auditory form
distributed via closed
circuit methods
to the blind and
visually impaired
RT Closed Circuit Television
Radio

RADIO RECEIVERS

BT Audio Equipment
RT Radio

RADIO SCHOOLS

SN Group of people who
meet on a regular basis
to listen to educational
broadcasts and participate
in accompanying learning
activities with the help of
a leader
BT Educational Radio
RT Group Instruction
Radio
Radio Forums

READING

SN Very general; use
more specific
term where possible
BT Literacy
RT Reading Instruction
Reading Interests
Reading Materials
Reading Skills

READING INSTRUCTION

BT Basic Education
RT Literacy
Reading
Reading Materials
Reading Skills

READING INTERESTS

RT Reading
Reading Materials

READING MATERIALS

RT Literacy
Materials Development
Reading
Reading Instruction
Reading Interests

READING SKILLS

SN Complex behaviors developed
through practice in order
to read proficiently
RT Literacy
Reading
Reading Instruction

REFERENCE MATERIALS (PT)

SN Materials compiled to
supply definite
pieces of information

of varying extent,
intended to be
referred to for brief
consultation

- BT Documents
- NT Directories
Encyclopedias
Indexes
Thesauri
Yearbooks
- RT Secondary Documents

REFORESTATION

- SN Planting trees to control
erosion and increase
production of forestry
resources
- RT Conservation
Desertification
Environment
Forestry
Natural Resources
Soil Erosion

Regional Center for Educational
Innovation and Technology
USE INNOTECH

Regional Technical Aids Center
USE RTAC

REGULATIONS

- SN Rules having the force
of law, issued by an
agency of government
- RT Laws

REINFORCEMENT

- SN Support or stimulation
to strengthen a behavior
change
- RT Behavior Change
Feedback

Motivation
Teaching Methods

REMOTE SENSING

- SN Survey of the earth by
satellite-mounted
cameras and sensors to
gather data on water
resources, geological
formations, and vegetation
patterns for purposes of
forecasting and planning
- RT Image Recorders
Satellites

REPORTS (PT)

- NT Conference Reports
Research Reports

Reprography
USE PHOTOCOPYING

RESEARCH

- SN Systematic investigation,
collection, and analysis
of data to reach
conclusions, estimate
effects, or test
hypotheses
- NT Agricultural Research
Audience Research
Communication Research
Educational Research
Evaluation Research
Field Research
Pretesting
- RT Evaluation
Experiments
Pilot Projects
Questionnaires
Research Methods
Research Reports
Studies
Surveys

RESEARCH METHODS

NT Data Analysis
Data Collection
Experiments
Studies
Surveys
RT Field Research
Models
Pretesting
Research
Statistical Analysis

Roumania
USE RUMANIA

RTAC (ID)
UF Regional Technical Aids
Center
BT AID

RESEARCH REPORTS (PT)

BT Reports
RT Project Evaluations
Research

RUMANIA (ID)
UF Romania
Roumania
BT Eastern Europe

RESISTANCE TO CHANGE

RT Attitudes
Obstacles to Development

RURAL
SN Should be used in
postcombination
with other terms
RT Rural Development
Rural Population
Rural Press

REVOLUTIONS

SN Attempts to radically
change political,
social, or
technological systems,
altering the
traditional values and
practices of such
systems

RURAL DEVELOPMENT
BT Development
RT Agricultural Development
Agricultural Extension
Community Development
Economic Development
Land Settlement
Rural
Rural Population
Rural Press
Urban Development

Rhodesia
USE ZIMBABWE

ROAD CONSTRUCTION

RT Transport

Rural Extension
USE AGRICULTURAL EXTENSION

Romania
USE RUMANIA

RURAL POPULATION
BT Population

NT Rural Women
RT Rural
Rural Development
Urban Population

RURAL PRESS
BT Press
RT Rural
Rural Development

RURAL WOMEN
BT Rural Population
Women

Russia
USE USSR

RWANDA (ID)
BT Central Africa
French Speaking Africa

SAHARA (ID)
BT Africa
RT Sahel

SAHEL (ID)
BT Africa
NT Cape Verde
Chad
Gambia
Mali
Mauritania
Niger
Senegal
Upper Volta
RT Africa South of Sahara
Desertification
Sahara
West Africa

SAMPLING

SN Selecting a representative
segment of a population
to draw inferences
about the characteristics
of the whole population
BT Data Collection
RT Demographic Analysis
Statistical Analysis
Surveys

SANITATION IMPROVEMENT

RT Health Education
Health Problems
Primary Health Care
Water Supply

SATELLITE APPLICATIONS

SN Social or economic
purposes for which
satellites are used
RT Communications
Distance Education
Satellites
Social Services

SATELLITE COMMUNICATION

BT Telecommunications
RT Alaska
Communication Satellites
Satellites
Satellite Systems

Satellite Instructional
Television Experiment
USE SITE

SATELLITE PROJECTS

BT Projects
RT Satellite Systems
Satellites
Telecommunication Projects

SATELLITES

- NT Communication Satellites
Distribution Satellites
- RT Image Recorders
Remote Sensing
Satellite Applications
Satellite Communication
Satellite Projects
Satellite Systems

SATELLITE SYSTEMS

- SN Structures that support
the ongoing satellite
operations, under public
or private management
- RT Satellite Communication
Satellite Projects
Satellites

SAUDI ARABIA (ID)

- BT Middle East

SCHOOL LEAVERS

- SN Children of school age
who are not attending
school for economic or
social reasons
- UF Out of School Youth

SCIENCE

- RT Technology

SCRIPT WRITING

- RT Film Production
Production Techniques
Radio Production
Scripts
Television Production
Theater Arts

SCRIPTS (PT)

- RT Radio Programs
Script Writing
Television Programs

SECONDARY DOCUMENTS (PT)

- BT Documents
- NT Abstracts
Bibliographies
Manuals
Textbooks
- RT Reference Materials

SECONDARY EDUCATION

- SN Formal education following
primary school
- BT Education
- RT Primary Education

SELF ACTUALIZATION

- SN The process of
developing belief
in oneself and one's
potential
- BT Psychological Needs
- RT Motivation

SELF HELP PROJECTS

- SN Projects for communal
benefit, conceived and
planned by the beneficiaries
- BT Projects
- RT Local Participation
Self Reliance

Self Instructional Materials
USE AUTOINSTRUCTIONAL PROGRAMS

SELF RELIANCE

- SN Reliance on a community or nation's own resources, human and natural, for all needs, using autonomous goal setting and decision making
- RT Decision Making
Development Policies
Local Participation
Self Help Projects

SEMINARS

- RT Conferences
Workshops

SENEGAL (ID)

- BT French Speaking Africa
Sahel
West Africa

SEX EDUCATION

- SN Instruction concerning all aspects of human reproduction and sexuality
- BT Health Education
- RT Family Planning Education

SIBLINGS

- RT Children
Family

SIERRA LEONE (ID)

- BT English Speaking Africa
West Africa

SINGAPORE (ID)

- BT Southeast Asia

SITE (ID)

- UF Satellite Instructional Television Experiment
- RT India

SKILLS ANALYSIS

- SN Study and description of the mental and/or physical behaviors that are needed for learning or the satisfactory completion of an activity
- BT Evaluation
- RT Skills

SKILLED WORKERS

- SN Workers in a trade requiring a high degree of skill; have usually had job instruction and work experience such as apprenticeships
- RT Apprenticeships
Manpower Needs
Mechanical Skills
Vocational Education

SKILLS

- SN Complex mental and/or physical behaviors that require practice to be performed proficiently
- NT Mechanical Skills
- RT Skills Analysis

SLIDETAPES

- BT Audiovisual Media
- RT Audiocassettes
Audiotape Recordings

SLOW SCAN TELEVISION

SN Transmission of visual images using very small bandwidth of telephone channel, needing a longer time period than standard television transmission

BT Television
RT Telemedicine

SMALL FORMAT VIDEOTAPES

SN Videotapes that are less than one inch in width

BT Videotape Recordings

SMALL PRESSES

BT Publishing Industry

SMALL SCALE INDUSTRY

BT Industry
NT Cottage Industry
RT Appropriate Technology
Cooperatives

SOCIAL BEHAVIOR

SN Behavior influenced or controlled by other persons or by organized society

BT Behavior

RT Behavior Change
Change Agents
Social Marketing

SOCIAL DEVELOPMENT

SN Evolution or change at the societal level, with restructuring of economic

or political relations
BT Development
RT Development Communication
Economic Development
Modernization
Obstacles to Development
Social Indicators
Social Problems

SOCIAL INDICATORS

SN Measures of individuals and groups that reflect the quality of life and serve as tools to analyze current or future social conditions

BT Indicators

RT Economic Indicators
Social Development
Social Problems

SOCIAL MARKETING

SN Vigorous attempt to improve social well-being by changing attitudes and behavior in regard to a specific product or concept

BT Marketing

RT Advertisements
Attitude Change
Communication Strategies
Information Campaigns
Mass Education
Social Behavior

SOCIAL PROBLEMS

NT Health Problems

Hunger
Illiteracy
Poverty

Unemployment

RT Social Development
Social Indicators
Social Services

SOCIAL SERVICES

SN Organized assistance provided
by public or private agencies
and organizations to members
of society

UF Community Services

NT Extension Services
Emergency Relief
Health Services

RT Satellite Applications
Social Problems

SOFTWARE

SN Content materials used
in technological
or communication
hardware

RT Hardware

SOIL EROSION

RT Conservation
Desertification
Environment
Natural Resources
Reforestation

SOLOMON ISLANDS (ID)

BT Oceania

SOMALIA (ID)

BT East Africa

Sound Cassettes

USE AUDIOCASSETTES

Sound Tapes

USE AUDIOTAPE RECORDINGS

SOUTH AFRICA R (ID)

BT English Speaking Africa
Southern Africa

SOUTH AMERICA (ID)

BT Americas

NT Argentina

Bolivia

Brazil

Colombia

Ecuador

Guyana

Paraguay

Peru

Surinam

Uruguay

RT Caribbean

Central America

IDB

Latin America

SOUTHEAST ASIA (ID)

BT Asia

NT Burma

Indonesia

Kampuchea D

Laos

Malaysia

Philippines

Singapore

Thailand

Vietnam SR

SOUTHERN AFRICA (ID)

BT Africa South of Sahara

NT Angola

Botswana

Lesotho

Madagascar

Malawi

Mauritius

Mozambique

Namibia

South Africa R

Swaziland

Zambia

Zimbabwe

Film Production
Tape Recordings
Video Equipment

South Korea
USE KOREA R

SRI LANKA (ID)
UF Ceylon
BT Southwest Asia

South West Africa
USE NAMIBIA

STAGING
RT Dramas
Folk Dramas

SOUTHWEST ASIA (ID)
BT Asia
NT Afghanistan
Bangladesh
India
Iran
Nepal
Pakistan
Sri Lanka

STANDARDS
SN Rules, principles, or
criteria by which levels
or degrees of adequacy
or value are measured
NT International Standards
Laws
RT Codes of Ethics
Ethics

SPAIN (ID)
BT Western Europe

STANFORD UNIVERSITY (ID)

SPECIAL EDUCATION
SN Teaching handicapped
or gifted students who
have different intellectual,
physical, or emotional
characteristics from
those who can be taught
through normal methods
BT Education
RT Individualized Instruction

STATISTICAL ANALYSIS
SN Application of statistical
processes to compilation,
presentation, and
interpretation of
numerical data
BT Data Analysis
RT Demographic Analysis
Research Methods
Sampling
Statistical Data

SPECIAL EFFECTS
SN Use of electrical or
mechanical devices,
or of graphic or photographic
techniques to simulate
audio and visual
backgrounds
BT Production Techniques
RT Animation
Audio Equipment

STATISTICAL DATA
RT Data Collection
Statistical Analysis

STORY TELLING
BT Folk Media

STUDENT TEACHING
UF Practice Teaching
BT Teacher Education
RT Microteaching

STUDIES (PT)
BT Research Methods
NT Case Studies
RT Experiments
Research
Surveys

SUBMARINE CABLES
BT Cables

Subsaharan Africa
USE AFRICA SOUTH OF SAHARA

SUBSCRIPTION TELEVISION
BT Pay Television
RT Cable Television

SUDAN (ID)
BT East Africa

SURINAM (ID)
BT South America

SURVEYS
SN Collection of data
on a given
topic, mainly
through interviews,

questionnaires, etc.
BT Research Methods
RT Data Collection
Interviews
Needs Assessment
Public Opinion
Questionnaires
Research
Sampling
Studies

SWAZILAND (ID)
BT English Speaking Africa
Southern Africa

SWEDEN (ID)
BT Western Europe

SYRIA (ID)
BT Middle East

SYSTEMS ANALYSIS
SN Examination of the
interrelated elements
of an organization,
structure, procedure,
etc., to improve
the functioning of
the system as a
whole
BT Cybernetics
RT Cost Benefit Analysis
Decision Making
Models
Needs Assessment
Problem Solving
Systems Design

SYSTEMS DESIGN
SN Planning, constructing,
or expanding an
assembly of components
or concepts that will

interact as an
organized whole and be
more effective in
meeting particular
goals
BT Cybernetics
RT Systems Analysis

Systems Theory
USE CYBERNETICS

TAICH (ID)
UF Technical Assistance
Information Clearing House

TAIWAN (ID)
BT Far East

TANZANIA (ID)
BT East Africa
English Speaking Africa

TAPE RECORDERS
BT Electronic Equipment
NT Audiocassette Recorders
Audiotope Recorders
Videocassette Recorders
Videotope Recorders
RT Magnetic Tape Cassettes
Magnetic Tapes
Tape Recordings

TAPE RECORDINGS
SN Magnetic tapes on which
audio or video signals are
recorded, and stored on
open reels, cassettes,
or cartridges (note:
use a more specific
term if possible)
BT Audiovisual Media

NT Audiotape Recordings
Videotope Recordings
RT Magnetic Tape Cassettes
Magnetic Tapes
Special Effects
Tape Recorders

TEACHER EDUCATION
UF Teacher Training
BT Education
NT Inservice Teacher Education
Student Teaching
RT Microteaching
Teachers

TEACHERS
RT Teacher Education
Teaching

Teacher Training
USE TEACHER EDUCATION

TEACHING
SN The process by which
knowledge or skills
are deliberately
conveyed
UF Instruction
RT Education
Teachers
Teaching Aids
Teaching Methods
Training

TEACHING AIDS
NT Learning Modules
Manuals
Textbooks
RT Audiovisual Media
Teaching

TEACHING MACHINES

- SN Devices which mechanically or electrically present instructional programs at a rate controlled by the learners' responses
- BT Autoinstructional Programs
- RT Computer Assisted Instruction
Programmed Instruction
Teaching Methods

TEACHING METHODS

- SN Ways of presenting instructional materials or conducting instructional activities
- NT Group Instruction
Individualized Instruction
Microteaching
Programmed Instruction
- RT Distance Education
Learning Modules
Mass Education
Reinforcement
Teaching
Teaching Machines
Teaching Models

TEACHING MODELS

- SN Standards of teaching behavior identified as desirable for a given teaching situation
- BT Models
- RT Teaching Methods

Technical Assistance Information
Clearing House

USE TAICH

TECHNICAL PROBLEMS

TECHNOLOGICAL CHANGE

- RT Automation
Industrialization
Modernization
Technology
Technology Transfer

TECHNOLOGY

- NT Appropriate Technology
Educational Technology
- RT Industry
Science
Technological Change
Technology Transfer

TECHNOLOGY TRANSFER

- SN Providing to developing countries technological know-how, techniques, and equipment for industrial, communication, or social purposes
- RT Appropriate Technology
Diffusion of Innovations
Economic Development
Industrialization
Modernization
Technological Change
Technology

Teleboards

USE ELECTRONIC BLACKBOARDS

TELECLUBS

- SN Small discussion groups that meet regularly to watch a television program or film and discuss it
- RT Group Discussions
Radio Forums
Television

TELECOMMUNICATIONS

- SN Long distance communication using electromagnetic systems, including wire and broadcast transmissions
- BT Communication Systems
- NT Broadcasting
 - Facsimile Reproduction
 - Radio
 - Satellite Communication
 - Teleconferencing
 - Telemedicine
 - Telephone Systems
 - Television
 - Videotex
- RT Distance Education
 - Electronic Equipment
 - Networks
 - Telecommunication Projects

TELECOMMUNICATION PROJECTS

- BT Projects
- RT Satellite Projects
 - Telecommunications

TELECONFERENCING

- SN Long distance discussion in which two or more separated groups are joined through a telecommunications system
- BT Telecommunications
- NT Audio Teleconferencing
 - Computer Conferencing
 - Telelectures
 - Telenetworks
 - Video Teleconferencing
- RT Conferences
 - Electronic Equipment
 - Information Networks
 - Interactive Communication
 - Telemedicine
 - Telephone Systems

Telecourses USE EDUCATIONAL TELEVISION

Tele Education USE DISTANCE EDUCATION

Telefacsimile USE FACSIMILE REPRODUCTION

Telehealth USE TELEMEDICINE

TELELECTURES

- SN Education using long distance telephone service attached to amplifying equipment to provide two way communication via audio channels
- UF Telephone Based Instruction
- BT Distance Education
 - Teleconferencing
- RT Electronic Blackboards
 - Telenetworks
 - Telephone Systems

TELEMAIL (Trademark) USE ELECTRONIC MAIL

TELEMEDICINE

- SN Delivery of medical information and services via an interactive telecommunications system
- UF Telehealth
- BT Telecommunication
- RT Health
 - Health Services

Interactive Communication
Paramedical Personnel
Primary Health Care
Slow Scan Television
Teleconferencing

TELENETWORKS

SN Distance education using
coordinated telephone lines
to connect several remote
locations to
central teaching point
BT Distance Education
Teleconferencing
RT Telelectures
Telephone Systems

Telephone Based Instruction
USE TELELECTURES

TELEPHONE SYSTEMS

BT Telecommunications
NT Videophones
RT Audio Equipment
Cables
Facsimile Reproduction
Postal and Telephone Services
Teleconferencing
Telelectures
Telenetworks

TELETEXT

SN Television (as opposed
to telephone) information
service using a decoder
to transmit news and data
directly to subscribers
upon request
UF ANTIOPE (Trademark)
Broadcast Videotex
CEEFAX (Trademark)
ORACLE (Trademark)
BT Videotex
RT Data Transmission
Television

Viewdata

TELEVISION

UF Broadcast Media
TV
BT Mass Media
Telecommunications
NT Cable Television
Closed Circuit Television
Educational Television
Interactive Television
Pay Television
Slow Scan Television
RT Broadcasting
Electronic Equipment
Journalism
Radio
Teleclubs
Teletext
Television Production
Television Programs
Video Equipment
Videotape Recordings
Video Teleconferencing
Visual Communication

TELEVISION PRODUCTION

SN Technical development
of television shows
BT Production Techniques
RT Film Production
Radio Production
Script Writing
Television

TELEVISION PROGRAMS

SN Content and
format of
television shows
RT Radio Programs
Scripts
Television

Telewriting
USE ELECTRONIC BLACKBOARDS

TELIDON (Trademark)
USE VIEWDATA

TEXTBOOKS (PT)
BT Secondary Documents
Teaching Aids
RT Books

TEXTILES

THAILAND (ID)
BT Southeast Asia

Theater
USE THEATER ARTS

THEATER ARTS
UF Performing Arts
Theater
BT Fine Arts
NT Dramas
RT Dance
Films
Music
Production Techniques
Script Writing

THESAURI (PT)
BT Reference Materials
RT Indexes

Third World
USE DEVELOPING COUNTRIES

Thought Processes
USE COGNITIVE PROCESSES

Tobago
USE TRINIDAD AND TOBAGO

TOGO (ID)
BT French Speaking Africa
West Africa

TONGA (ID)
BT Oceania

TRADE UNIONS
UF Labor Unions

TRADITIONAL CULTURE
BT Culture
RT Folk Media

Traditional Media
USE FOLK MEDIA

TRAINING
SN Instructional process
aimed at the
acquisition of
defined skills
relating to
particular functions
or activities
RT Education
Teaching
Training Programs

Training Manuals
USE MANUALS

Two Way Radio
USE INTERACTIVE RADIO

TRAINING PROGRAMS

BT Programs
RT Training

Two Way Television
USE INTERACTIVE TELEVISION

TRANSPORT

UF Transportation
RT Communication Systems
Migration
Road Construction

UGANDA (ID)
BT East Africa
English Speaking Africa

Transportation
USE TRANSPORT

UN (ID)
UF United Nations
NT FAO
UNDP
UNESCO
UNFPA
UNICEF
UNIDO
WHO

TRINIDAD AND TOBAGO (ID)
UF Tobago
BT Caribbean

TRUST TERRITORIES (ID)
BT Oceania

UNDP (ID)
UF United Nations Development
Programme
BT UN

TUNISIA (ID)
BT French Speaking Africa
North Africa

UNEMPLOYMENT
BT Social Problems
RT Employment
Poverty

TURKEY (ID)
BT Middle East

TV
USE TELEVISION

UNESCO (ID)
UF United Nations Educational,
Scientific, and Cultural
Organization
BT UN
NT IBE
IIEP

Two Way Communication
USE INTERACTIVE COMMUNICATION

UNFPA (ID)

UF United Nations Fund for
Population Activities
BT UN

UNICEF (ID)
UF United Nations Childrens
Fund
BT UN

UNIDO (ID)
UF United Nations Industrial
Development Organization
BT UN

Union of Soviet Socialist
Republics
USE USSR

UNITED KINGDOM (ID)
UF England
Great Britain
E. Western Europe

United Nations
USE UN

United Nations Childrens
Fund
USE UNICEF

United Nations Development
Programme
USE UNDP

United Nations Educational,
Scientific, and Cultural
Organization

USE UNESCO

United Nations Fund for
Population Activities
USE UNFPA

United Nations Industrial
Development Organization
USE UNIDO

United States Department of
Agriculture
USE USDA

United States of America
USE USA

University Extension
USE EXTENSION EDUCATION

UNIVERSITY OF MASSACHUSETTS (ID)

UNIVERSITY OF WISCONSIN (ID)

UPPER VOLTA (ID)
BT French Speaking Africa
Sahel
West Africa

UREAN DEVELOPMENT
BT Development
RT Rural Development

URBAN POPULATION
BT Population
RT Internal Migration
Rural Population

URUGUAY (ID)
BT Latin America
South America

USA (ID)
UF United States of America
BT North America
NT Alaska

USDA (ID)
UF United States Department
of Agriculture

USSR (ID)
UF Russia
Union of Soviet Socialist
Republics
BT Eastern Europe

VCR
USE VIDEOCASSETTE RECORDERS

VIDEOCASSETTE RECORDERS
UF VCR
BT Tape Recorders
Video Equipment
RT Audiocassette Recorders
Videocassettes
Videotape Recorders

VIDEOCASSETTES
BT Magnetic Tape Cassettes
RT Audiocassettes
Videocassette Recorders

Videodisc Recordings
Videotape Recordings

VIDEODISC RECORDINGS
SN Magnetic discs on which
video signals are permanently
recorded with or without
sound
RT Videocassettes
Videotape Recordings

VIDEO EQUIPMENT
BT Electronic Equipment
NT Videocassette Recorders
Videotape Recorders
RT Audio Equipment
Audiovisual Media
Photographic Equipment
Special Effects
Television

VIDEOPHONES
SN Telephones equipped for
transmission of video
as well as audio signals
so users can see each
other
UF Picturephones
BT Telephone Systems
RT Visual Communication

VIDEOTAPE RECORDERS
UF VTR
BT Tape Recorders
Video Equipment
RT Audiotape Recorders
Videocassette Recorders
Videotape Recordings

VIDEOTAPE RECORDINGS
SN Magnetic tapes on which
video signals (with
or without accompanying

sound) have been recorded
for television and stored
on open reels, cassettes
or cartridges

UF Videotapes
BT Tape Recordings
NT Small Format Videotapes
RT Audiotape Recordings
Microteaching
Television
Videodisc Recordings
Videocassettes
Videotape Recorders

Videotapes
USE VIDEOTAPE RECORDINGS

VIDEO TELECONFERENCING
BT Teleconferencing
RT Audio Teleconferencing
Television

VIDEOTEX

SN Means of transmitting
text and graphic
information via
telephone networks
or television
broadcasting
BT Information Services
Telecommunications
NT Teletext
Viewdata
RT Data Transmission
Facsimile Reproduction
Visual Communication

VIETNAM SR (ID)
BT Southeast Asia

VIEWDATA

SN Interactive information
system which uses

telephone net,
or equivalent
systems to connect
video terminals to the
information source
UF PRESTEL (Trademark)
QUBE (Trademark)
TELIDON (Trademark)
BT Videotex
RT Data Transmission
Interactive Television
Teletext

Visual Aids
USE VISUAL MEDIA

VISUAL COMMUNICATION

BT Communication
RT Television
Videophones
Videotex
Visual Learning
Visual Literacy
Visual Media
Visual Perception

VISUAL LEARNING

SN Learning that involves
the processing of
visual stimuli
BT Learning
RT Visual Communication
Visual Literacy
Visual Media
Visual Perception

VISUAL LITERACY

SN Group of competencies
which allows a human
being to
discriminate and
interpret the visible
action, objects, or
symbols, natural
or man-made, that

he encounters in his
environment
RT Visual Communication
Visual Learning
Visual Media
Visual Perception

Visual Materials
USE VISUAL MEDIA

VISUAL MEDIA

UF Visual Aids
Visual Materials
BT Audiovisual Media
NT Charts
Comic Books
Diagrams
Filmstrips
Flip Charts
Graphs
Illustrations
Photographs
Photonovels
Posters
RT Visual Communication
Visual Learning
Visual Literacy

VISUAL PERCEPTION

SN Ability to interpret
what is seen
BT Perception
RT Visual Communication
Visual Learning
Visual Literacy

VITA (ID)

UF Volunteers in Technical
Assistance

VOCATIONAL EDUCATION

SN Formal preparation below
the baccalaureate degree

for a technical occupation
UF Vocational Training
BT Education
NT Apprenticeships
RT Mechanical Skills
Nonformal Education
Skilled Workers

VOCATIONAL REHABILITATION

RT Handicapped

Vocational Training

USE VOCATIONAL EDUCATION

Volunteers in Technical Assistance

USE VITA

VTR

USE VIDEOTAPE RECORDERS

WATER SUPPLY

RT Conservation
Desertification
Environment
Irrigation
Natural Resources
Sanitation Improvement

WCC (ID)

UF World Council of Churches

WEST AFRICA (ID)

BT Africa
Africa South of Sahara
NT Benin
Cameroon
Cape Verde
Gambia

Ghana
Guinea
Ivory Coast
Liberia
Mali
Mauritania
Niger
Nigeria
Senegal
Sierra Leone
Togo
Upper Volta
RT Sahel

West Germany
USE GERMANY FR

WESTERN EUROPE (ID)
BT Europe
NT Austria
Belgium
Denmark
Finland
France
Germany FR
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
United Kingdom

WESTERN SAMOA (ID)
BT Oceania

WEST INDIES ASSOCIATED STATES (ID)
BT Caribbean
NT Antigua

WHO (ID)

UF World Health Organization
BT UN
NT PAHO

Wire Services
USE NEWS AGENCIES

WOMEN
NT Rural Women
RT Women in Development
Womens Clubs
Womens Education
Womens Rights
Womens Roles
Womens Work

WOMEN IN DEVELOPMENT
SN Concept of enhancing and
enlarging the role of women
in the social, economic,
and political processes
of development
BT Development
RT Women

WOMENS CLUBS
RT Cooperatives
Women

WOMENS EDUCATION
SN Education of females
BT Adult Education
RT Nonformal Education
Women

WOMENS RIGHTS
RT Women
Womens Roles

WOMENS ROLES

RT Women
Womens Rights
Womens Work

WOMENS WORK

SN All activities where
women participate in the
economic output, not only
formal employment, but also
agricultural, homemaking,
and childrearing tasks
traditionally done
by women
RT Women
Womens Roles

WORK ENVIRONMENT

WORKSHOPS

SN Programs in which
individuals with
common interests and
problems meet with
experts to exchange
information and learn
needed skills or
techniques
RT Conferences
Seminars

WORLD BANK

UF IBRD
International Bank for
Reconstruction and Development
RT ADB
IDS

World Council of Churches
USE WCC

WORLD EDUCATION (ID)

World Health Organization
USE WHO

Xerography
USE PHOTOCOPYING

YEARBOOKS (PT)

SN Annually published volumes
that contain current
information or review the
events of a year in brief,
descriptive, statistical,
or pictorial form
UF Annuals
BT Reference Materials

YEMEN (ID)
BT Middle East

YUGOSLAVIA (ID)
BT Eastern Europe

ZAIRE (ID)
UF Congo DR
BT Central Africa
French Speaking Africa

ZAMBIA (ID)
BT English Speaking Africa
Southern Africa

ZIMBABWE (ID)
UF Rhodesia
BT English Speaking Africa
Southern Africa